

The NATIONAL UNDERWRITER

Life Insurance Edition

THE EXECUTIVE WHO STOPS TO THINK . . .



Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher FAMILY INCOMES for most of your workers!*

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's new money!

That's why the Treasury Department now urges you to revise your War Bond thinking—and your War Bond selling—on the basis of family incomes. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to
America's all-out war effort by

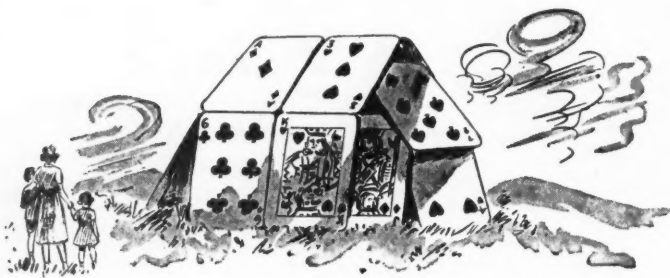
The NATIONAL UNDERWRITER



you've done your bit
... now do your best!



FRIDAY, AUGUST 20, 1943



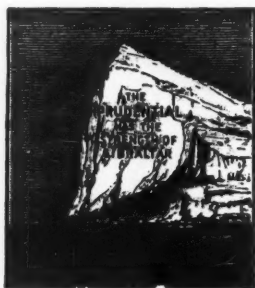
They Live in a House of Cards

The dependent wife and children of a man who doesn't insure his life at all or who has too little protection are, in effect occupying such a home.

Just as the wind would level such a structure, so would the death of their provider deprive them of a home, for you can't maintain a household without money.

A roof and other necessities of life are assured to the family of the breadwinner who has enough life insurance protection.

Caution fathers about this.

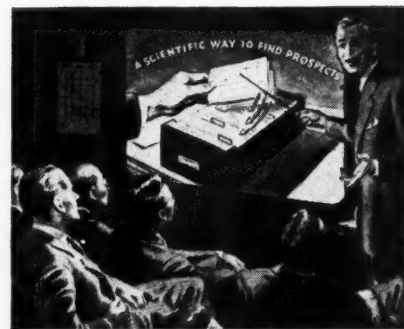


The Prudential
Insurance Company of America

Home Office, NEWARK, N. J.

"Alma Mater" OF 4690 LIFE INSURANCE MEN!

Union Central's complete and thorough training course . . . shows agents the way to record production . . . assures the finest service for U. C.'s large clientele.



UP-TO-THE-MINUTE
SUPPLEMENTS ENABLE
U. C. MEN AND WOMEN
TO STAY AHEAD OF THE FIELD
IN MODERN SELLING
METHODS AND INSURANCE
MERCHANDISING
TECHNIQUE

Training includes lectures, slide film presentations, textbook study, field work and personal counsel from top Union Central agents, actuaries and executives.

The UNION CENTRAL LIFE INSURANCE COMPANY

CINCINNATI, OHIO

OVER \$400,000,000 IN ASSETS

Big Institutional Anti-Inflation Campaign Opens

**Companies Representing
80% of Business Are
Cooperating**

NEW YORK—The first advertisements in the life companies' institutional anti-inflationary campaign which was referred to in *THE NATIONAL UNDERWRITER* of June 25 appeared this week in many of the 286 newspapers which will carry the message to the public.

Companies representing approximately 80% of the assets of United States life companies have so far signified their intention to cooperate in this campaign which ultimately is expected to enlist the support of substantially the entire business.

The campaign's objective will be to help prevent an uncontrolled rise in prices by encouraging people to do voluntarily the things which will divert excess liquid funds into investments and savings, such as war bonds, life insurance, and savings accounts; and by encouraging public cooperation with those actions such as rationing and the establishment of price ceilings which the government may find necessary to take to retard an advance in prices. In undertaking the campaign, the companies have had in mind the important part the 67,000,000 policyholders and their life insurance play in the social and economic welfare of the country and the opportunity afforded to render a service to the nation as a whole.

Biggest Cooperative Effort

The campaign, which is the largest cooperative effort in the history of the life insurance business, will be developed in advertisements scheduled to appear at frequent intervals in 286 newspapers in 170 cities from coast to coast. The total combined circulation of the newspapers scheduled to receive the advertising is more than 26,000,000. In addition, the companies are planning to use page advertisements each month in certain farm journals having a circulation of 5,500,000 so that the potential readership of the advertisements, as represented by circulation, will be more than 31,000,000.

The initial advertisement in the series, to appear under the title "Why Your Life Insurance Companies Urge You to Join the Campaign to Hold Down Prices," will explain the need for individual cooperation in the nation's fight against inflation and will present seven practical ways in which people can help. The companies point out that "our government now asks us as our patriotic duty" to:

- "1. Buy and hold war bonds—to lend our country the money it needs to fight the war to victory.
- "2. Pay willingly your share of taxes—including increased taxes—that our country needs.
- "3. Provide for your own and your family's future by adequate life insurance and savings.
- "4. Reduce your debts as much as possible and avoid making needless new ones.
- "5. Buy only what you need and make what you have last longer.
- "6. Live faithfully by the rationing

(CONTINUED ON PAGE 18)

U. S. Chamber Girds for Peace

**Insurance Executives Are
Exhorted to Convey Sug-
gestions and Thoughts**

Paul Hardesty, manager of the insurance department of the U. S. Chamber of Commerce, in a formal bulletin, solicits insurance executives to convey to him any suggestions and recommendations they may have on the subject of post-war planning and also to give him their comments on certain sections of the post-war program adopted by the international executive board of the United Automobile, Aircraft & Agricultural Implement Workers of America (CIO) in Detroit in July.

Mr. Hardesty recalled that the chamber's insurance department committee at its meeting July 16 provided for a subcommittee to consider recommendations for the future operations of insurance in the United States and in foreign fields such as South America. The members of that subcommittee are John A. Die-mand, president of North America; H. V. Smith, president of Home of New York; John M. Thomas, president National Union Fire; Frazar B. Wilde, president Connecticut General Life, and William D. Winter, president Atlantic Mutual.

Comprehensive Planning

Each field of business, Mr. Hardesty states, through its chamber committees and other committees is being encouraged and supported in its own work of post war planning. President Eric A. Johnston of the chamber has emphasized the immediate desirability and necessity of comprehensive planning work on the part of all industries so that each industry may have the cooperation of all others. So far as insurance is concerned, all other industries, as policyholders, are vitally interested in its future operations and its preservation as an institution of private enterprise.

The section in the post-war program of the U.A.W., to which Mr. Hardesty alluded is entitled "Planning for the health, education and security of the American people." It provides:

1. An expanded nation-wide public health program to eradicate disease and malnutrition.

Education to Every Child

2. A guarantee of an education to every child and youth in America whether he or she lives in the city or country to the fullest extent of the individual's abilities, not limited by financial capacity, and without regard to race, color or creed.

(a) Federal scholarships for university or special training for qualified students with full living costs.

(b) Guarantee of job or work in line with the course of study undertaken and successfully completed.

3. The creation of the position in the cabinet of secretary of education and health.

Would Expand Social Security

4. A federal social security program to provide adequate protection, from cradle to grave, for every person in America. A complete social security program has already been adopted by the UAW-CIO which provides:

- (1) A lump sum to the mother upon the birth of a child.
- (2) Weekly benefits during temporary disability.
- (3) Weekly benefits during permanent disability.
- (4) Hospital care.
- (5) Medical care.
- (6) Unemployment compensation ben-

A.L.C. Committee Holds Conference

**Directors Discuss Features
of Annual Meeting and
Other Subjects**

The members of executive committee and a number of the past presidents of the American Life Convention met in Chicago this week to discuss the program for the annual meeting to be held at the Edgewater Beach Hotel, Chicago, Oct. 4-7 and to discuss the line of procedure the organization should follow along certain lines due to the war situation. Inasmuch as the Medical Section did not hold its annual meeting this year, at which time the executive committee always scheduled a meeting, it was deemed best to have a conference at this time. The past presidents form a distinct contribution to the executive committee. They are always invited to be present although they have no voting powers except those that are members of the committee. In connection with the meeting in October there is promise of a most excellent schedule of events. L. D. Cavanaugh, president of the Federal Life, is chairman of the program committee.

The death of C. B. Robbins, manager and general counsel, last month naturally brings up the question of a successor and that received some attention although no definite conclusion has been reached.

Joint Committee Meets

Some time ago committees were appointed by the American Life Convention and the Life Presidents Association to endeavor to work out some plan of closer coordination, the elimination of overlapping activities and unity in the work of the two company bodies. President George Willard Smith of New England Mutual Life heads the Presidents committee and President O. J. Arnold, Northwestern National Life, former A.L.C. president, its committee.

Committeemen Present

The executive committee members present were W. C. Schuppel, Oregon Mutual Life; A. L. C. president; L. D. Cavanaugh, Federal Life; A. J. McAndless, Lincoln National; J. A. McLain, Guardian Life; L. F. Lee, Occidental Life; N. C. Claris Adams, Ohio State Life; Past presidents who attended the conference were F. V. Keesling, West Coast Life; Isaac Miller Hamilton, Federal Life; L. J. Dougherty, Occidental Life, California; C. A. Craig, National Life & Accident; O. J. Arnold, Northwestern National Life; H. M. Woollen, American United Life; Daniel Boone, Kansas City Life; H. R. Wilson, American United Life; G. S. Nollen, Bankers Life of Iowa; T. A. Phillips, Minnesota Mutual; W. T. Grant, Business Men's Assurance.

Home Life's Millionaires

Lantz L. Mackey and C. L. Langs of Detroit have been added to the Million Dollar Round Table roster from the field force of Home Life of New York. A third member of its field force, Tressler Callihan, Boston general agent, was certified earlier.

- efits for entire period of unemployment.
- (7) Old age benefits to begin at age of 60.
 - (8) Burial benefits.
 - (9) Death benefits to dependents.
 5. The creation of a federal insurance agency which will sell to the people at cost, life and other basic insurance policies.

July Another Bumper Month; Ordinary Up 30%

**Total Sales for Seven
Months Are Now on
Plus Side**

New life insurance for July of this year was 13.7% more than for July of 1942, according to the Life Presidents Association. The amount for the first seven months of this year was 1.5% more than for the corresponding period of last year.

For July, the new business was \$722,928,000 against \$635,789,000 during July of last year, an increase of 13.7%. New ordinary was \$481,233,000 against \$371,528,000, increase 29.5%. Industrial was \$110,096,000 against \$112,917,000, decrease 2.5%. Group was \$131,599,000 against \$151,344,000, a decrease of 13%.

For the first seven months, the new business was \$4,879,850,000 against \$4,805,907,000. New ordinary insurance was \$3,171,538,000 against \$3,173,546,000, —.1%. Industrial was \$838,537,000 against \$910,227,000, decrease 7.9%. Group was \$869,775,000 against \$722,134,000, increase 20.4%.

The new paid-for business for each of the first seven months of 1941, 1942 and 1943 (last three ciphers omitted) and percentage increases and decreases, are shown in the following table:

Month	Ordinary			1943 Over 1942 Pct.
	1941	1942	1943	
Jan.	413,636	790,497	378,744	—52.1
Feb.	411,955	479,483	385,480	—19.6
March	458,741	423,120	486,088	14.9
April	466,179	372,648	495,554	33.0
May	462,040	364,688	462,186	26.7
June	452,699	371,582	482,253	29.8
July	451,394	371,528	481,233	29.5
	3,116,644	3,173,546	3,171,538	—1
Industrial				
Jan.	126,458	119,820	103,873	—13.3
Feb.	136,166	126,492	117,563	—7.1
March	148,978	140,735	134,479	—4.4
April	147,462	139,022	126,688	—8.9
May	151,391	141,378	126,333	—10.6
June	135,633	129,863	119,505	—8.0
July	128,783	112,917	110,096	—2.5
	975,871	910,227	838,537	—7.9
Group				
Jan.	35,063	49,076	93,818	91.2
Feb.	43,240	50,231	90,650	80.5
March	41,992	97,826	130,390	33.3
April	51,096	124,823	124,984	1
May	46,765	87,773	154,406	75.9
June	62,977	161,061	143,888	—10.7
July	82,909	151,344	131,599	—13.0
	364,042	722,134	869,775	20.4
Total				
Jan.	575,157	959,393	576,435	—39.9
Feb.	591,361	656,206	593,733	—9.5
March	649,711	661,681	750,957	13.5
April	664,737	636,493	747,226	17.4
May	660,196	593,839	742,925	25.1
June	651,309	662,506	745,646	12.5
July	663,086	635,789	722,928	13.7
	4,455,557	4,805,907	4,879,850	1.5

BUREAU FIGURES

Total ordinary sales in July are estimated at \$632,881,000 by the Sales Research Bureau, 31% over 1942. The south Atlantic states led with a 43% increase, followed by west south central, 41% increase, Pacific, 36% increase, west north central, 33% increase and middle Atlantic and mountain 32% increase.

(CONTINUED ON PAGE 19)

Notifies All Assured in Uniform of Policy Change

Mutual Life Takes Individual Action on 12,600 Policies

The holders of more than 12,600 policies have been individually notified by Mutual Life that certain special benefit provisions of their policies such as double indemnity and disability automatically have terminated because of service in the armed forces. Premium payments have been reduced in all such cases and refunds made whenever premiums had been paid for such benefits for periods beyond their termination date.

To bring about this prompt adjustment, individual interpretations were made of the benefit clauses of more than 52,000 policyholders, which involved the preparation of over 60,000 letters.

The termination of these special benefits was automatic under the terms of the policies themselves, but the company felt that, as a matter of public relations and in order to avoid later confusion and misunderstanding, policyholders should be notified of such termination. Accordingly, shortly after Pearl Harbor Mutual Life began mailing to all policyholders a booklet explaining the situation and asking each policyholder to report his military status, if his policy contained special benefits, so that an immediate interpretation might be given him.

The adoption of this procedure prevents the unnecessary payment of extra premiums by men in the armed forces. It also obviates the need for later refunds following over-payment and eliminates the necessity for refusing later payment of claims under benefits that had terminated without the policyholder's knowledge.

Await Hearings on Bridges Bill; Amendments Slated

WASHINGTON—Hearings are expected by some insurance interests here to be held during the fall on Senator Bridges' bill making life insurance premiums deductible for tax purposes up to 10% of individual incomes but not over \$1,000. The insurance department of the U. S. Chamber of Commerce reports that the matter will be submitted to the House ways and means committee "within a few months."

It is understood that several amendments to the Bridges bill have been suggested by various interests. One would change the date from Dec. 7, 1941, to the date when the insurance must have been in force in order to qualify for the deduction, when the proposed law goes into effect. Another would place no date on the insurance. A third amendment suggested would take off the \$1,000 ceiling. A fourth would reduce the proposed 10% limitation to 5%.

Social Security Extension Favored in Gallup Poll

In a recent survey the Gallup poll reports that 59% of those interviewed favored the extension of the social security act to include the payments of benefits for sickness, disability, doctor and

Fowler Heads Union Life President's Club

LITTLE ROCK, ARK.—Arnold Fowler, Manila, Ark., has won the presidency of Union Life's 1943 President's Club. It is Mr. Fowler's second time in as many years to capture first honors in the club, whose membership is limited to men who have \$100,000 or more paid for and issued business during the club year.



Arnold Fowler

Robert B. Clark, Albuquerque, N. M., placed second and won the vice-presidency. Third place and the secretary's post went to Roy E. Bell, Little Rock.

An insurance man for five years, Mr. Fowler writes most of his business on cotton planters and works in the rich cotton country in Mississippi county, Ark. He has consistently qualified for all company production honors since he has been in the business.

Slate Buchanan for President of National C. L. U.

M. Luther Buchanan, proprietor of Buchanan's Estate Service of Boston, and representative of Union Central Life, is the choice of the nominating committee for president of the American Society of Chartered Life Underwriters. The election is being conducted by mail, and the results will be announced at the annual meeting in Pittsburgh during the time of the convention of the National Association of Life Underwriters. Mr. Buchanan for the past year has been vice-president.

The nominating committee recommends for vice-president James Elton Bragg, prominent Guardian Life manager in New York City. He has been a director of the organization. Edward A. Krueger, State Life, Indianapolis, is nominated for reelection as treasurer and Dr. David McCahan, University of Pennsylvania, for reelection as secretary.

Nominated as directors for three year term are Ellen M. Putnam, National Life, Rochester, N. Y.; Edward M. Aiken, Provident Mutual Life, Pittsburgh; W. J. Milner, Life of Virginia, Atlanta; Ray E. Flint, John Hancock Mutual, St. Louis and Nelson F. Davis, manager Guardian Life, San Francisco.

Nominated as directors for one-year term to fill the unexpired terms of Mr. Bragg and of A. Walton Litz are George L. Griffin, Massachusetts Mutual Life, Springfield, and W. S. Leighton, agency organizer New York Life, Minneapolis.

Mr. Buchanan served as a director of the National C. L. U. 1939-1942 and as regional vice-president in 1941-42. He is past president of the Boston C. L. U. and is an instructor in C. L. U. courses at Boston University. He is a past president of the Boston Life Insurance & Trust Council.

George E. Lackey, general agent for Massachusetts Mutual Life in Detroit, is the retiring C. L. U. president.

hospital bills. There were 29% who said "no" and 12% undecided. Of the 59% approving the broader benefits, 44% were willing to pay the 6% tax to cover the increased benefits, 11% said "no" and 4% were undecided. In answer to whether farmers, domestic servants, government employees and others not now under the act should be included under it, 64% voted "yes," 19% "no" and 17% were undecided.

Outlines Changes in W. Va. A. & H. Law

Justice Says Some Insurers Are Giving Benefits Beyond Those Required

In addressing the annual meeting of the West Virginia Association of Insurance Agents at Fairmont, Deputy Commissioner Harlan Justice analyzed the two new amendments to the standard provisions health and accident insurance statutes insofar as hospitalization and surgical expense insurance policies are concerned. No hospital or surgical expense policy may be issued in West Virginia on and after Oct. 1, 1943, he observed, unless such policy contains an amendment to standard provision 4 providing 60 days within which to report notice of claim to the company; any such policy written on a monthly premium payment plan is required to be written with a 10-day grace period; no such policy may be issued on and after Oct. 1, containing standard provision 17 (pro-rate clause) or any language or restriction which would require a pro-ration of the claim in the event of other insurance covering the same loss.

Those provisions apply alike to individual policies; family policies and group insurance.

New Basis for Group

Senate Bill 142 provides an entirely new basis for group health and accident insurance. The old law provided that no group policy could be sold in the state except where an employer-employee relationship exists. Under the new law, a group hospitalization policy may be issued to an association of any kind, including a lodge, ladies aid society, labor union or any other organization which is not organized primarily for the purpose of buying insurance.

These new statutes also require companies to file all health and accident policies and hospitalization and surgical expense policies for approval with the commissioner on or before Oct. 1. It also provides that no policy heretofore approved by the department and now in use may be sold in the state after Oct. 1 until such form has been resubmitted and reapproved by the commissioner.

The changes in the statute were agreed upon between the department and the various company organizations and the bills drafted and approved by them before introduction. The department has been actively sponsoring improvements in this type of insurance for several years, due to the tremendous public demand for more liberalized hospitalization contracts, as evidenced by the great number of inquiries coming into the department over a period of two or three years, Mr. Justice declared.

In addition, as soon as the bills were prepared the department made a request to a number of companies, which were carefully selected, to offer even a more liberal policy than the law requires. There has been a generous response to this request and companies are now filing forms which contain, in addition to the statutory required provisions, further liberalized features for the benefit of the policyholders.

"The casualty companies have not awakened fully to the tremendous public demand for this type of insurance," the speaker asserted, "and have not taken a very active part in the program. The life companies, that write health and accident insurance, and the health and accident specialty companies have cooperated with us 100%. The premium volume on health and accident insurance in this state is mounting rapidly, the increase last year being \$1,000,000, which is a large increase for such a small state, and the reports we are now receiving from agents throughout the state indicate that sales of hospitalization policies are going forward by leaps and bounds."

Father Draft Is Ominous Insurance Prospect

Managements Fear Exodus to Jobs with Deferment Possibilities

WASHINGTON—Occupations in the insurance field are not regarded as selective service headquarters here as essential and, therefore, deferrable, under the new program for drafting fathers, save in very special cases involving key men having expert and particular qualifications.

A selective service spokesman, however, explained that each individual "insurance father" will be treated as an individual case by his local board, just as holds in other industries and occupations. An exceptional man who cannot be replaced for the time being may be given deferment until he can be replaced.

Refers to Department Heads

This refers to department heads, etc., it was explained. It was added that an insurance salesman could hardly expect deferment if qualified for the draft.

Under the new War Manpower Commission program concerning the drafting of fathers and the new classification of occupations, it was explained that a young father in the insurance business within the scope of selective service, can obtain employment in industries considered essential where he would be in line for deferment.

CREATES SERIOUS PROBLEM

The announcement of the latest changes in the rules for inducting men under the selective service system that was put out last Saturday is being studied closely by insurance agents and company employees that are between the ages of 18 and 37 and are pre-Pearl Harbor fathers and also by insurance managements. During the past month or so and presently the calling up of married men without children in large numbers has caused some serious losses in office and field in the insurance ranks. The effect was somewhat uneven depending on just how many men of this category happened to be employed at a particular place. Some offices were hit amidsthip and don't know where to turn to make up the loss. Many of these men are in their middle thirties and occupied key positions.

If the drafting of fathers takes place in large proportions, insurance companies and agencies will face an even more critical depletion, operations may have to be further simplified and attention concentrated upon the most essential and pressing phases of the work to the exclusion of services that are less vital.

Emphasis on Occupation

Due to the fact that in the announcement of the latest selective service changes, emphasis is placed on the occupation factor as governing the induction of fathers, many an insurance man with children over the weekend must have pondered the advisability of seeking war industry employment and insurance employers undoubtedly wondered how many if any of their men might seek other employment that promise a better chance of deferment than an insurance position. Of course, due to the variety of revisions of the system that have been made since it was instituted, many of those affected are likely to feel that this is not necessarily the

(CONTINUED ON PAGE 18)

Seek Formula to Fix Insurance Cost in Pensions

Insurance Interests Confer With Internal Revenue People in Program

WASHINGTON — Life insurance officials and attorneys are seeking to have Section 19.165 (b)(1) of the internal revenue regulations dealing with pension trusts modified so as to permit utilization of a proper method of arriving at the cost of the life insurance protection provided by such trust plans. How much of the amount paid into a pension trust is for insurance protection, how much for pension benefits, is a problem engaging attention. These matters have been subject of more than one conference recently between insurance officials and attorneys and internal revenue officials and lawyers.

It is understood that revenue bureau people are giving consideration, especially to that part of the section involving actuarial computations.

The so-called level premium method is understood to be the only sound method of calculating the cost, in the opinion of many life insurance actuaries. This method is reported to be viewed with favor by government representatives, as it would simplify auditing and other problems.

Some Prefer Other Methods

There are alternative methods, however, preferred by some, that are regarded as just as safe, sane and sound as the level premium method. Under such methods the premiums in the early years of operation of a pension trust plan may be larger than in subsequent years on account of the greater age of a certain proportion of the employees of a company.

How much should be allocated to life insurance protection before retirement age, how much to possible disability benefits before that age, how much to pension payments after retirement, how much for payments to survivors of employees? These are some of the questions raised with respect to various types of pension trusts. The question is important because the amount of the payment by the employer that is for life insurance protection is income to the employee insofar as federal income tax is concerned.

Modification and Clarification

Modification and clarification of the regulations, it is contended, would save both the department and the insurance companies, not to mention corporations setting up pension trust plans, a great many headaches.

As the situation now stands, the Treasury Department will not discuss pension trust plans submitted before and pending at the time of promulgation of its regulations. Such plans were returned, it is stated, with instructions for resubmittal together with the elaborate information called for in the pension trust regulations.

Statement of Surrey

Stanley S. Surrey, Treasury legislative counsel, stated recently at Secretary of the Treasury Morgenthau's press conference that the department would be glad to talk over any pension trust plan to see whether it complies with the regulations.

However, it now appears that formal approval can be obtained only upon resubmittal with the information called

Can Defer Paying for Commitments in War Loan Drive

WASHINGTON—Treasury Secretary Morgenthau has announced that life companies may purchase either the 2 or 2½% bonds in the third war loan drive to raise \$15,000,000,000 beginning Sept. 9 and defer payment until Nov. 1 because they "receive substantial funds at a steady, predictable rate." Other subscribers must pay cash. Thus the life companies may anticipate funds which will be available to them for investment up to Nov. 1.

All classes of investors except commercial banks will be permitted to subscribe to the bonds and certificates to be offered in the drive. These consist of 2½ and 2% bonds and ½% certificates, together with series E war savings bonds, series F and G savings bonds and series C Treasury savings notes.

for. This is believed to make for delay in approval of pension trust plans.

Furthermore, pension trust plans are not "discussable" with a view to formal approval, at the department until they are put into effect. Then, the interested corporation will have until Dec. 31, 1943, in which to submit amendments to comply with the regulations.

Senator Taft of Ohio proposes to extend this deadline to Dec. 31, 1944.

American United Life Gives Its Annual Luncheon

Wendell P. Coler, actuary and a director of American United Life, presided as host at the annual luncheon given for the directors and a number of invited guests in Indianapolis. About 70 were in attendance.

Among the guests were Commissioner

Payments Made in First Five Months

What Life Companies Disbursed in Benefits Up to June 1

The Institute of Life Insurance announces payments to American families by life companies in May brought the total for the first five months above the billion dollar mark. Death benefits for the period showed an increase of 11% over the corresponding time of last year and surrender value payments 35% below last year's total. Aggregate benefits during the period amount to \$1,020,878,000 compared with \$1,041,787,000 a year ago.

May death benefits payments were \$89,485,000 slightly below the amount reported for April and above payments for May a year ago. Following are the May benefit payments in detail together with the accumulated totals for the year to date.

	May Payments	First Five Months
Death benefits..	\$ 89,485,000	\$ 467,820,000
Matured endowments	27,950,000	140,229,000
Disability	7,255,000	38,674,000
Annuities	12,842,000	70,804,000
Surrender values	25,941,000	132,431,000
Dividends to policyholders..	30,812,000	170,920,000
Total	\$194,285,000	\$1,020,878,000

Viehmann, John Cramer, deputy commissioner; Edward B. Raub, president Indianapolis Life; Evans Woolen, president Fletcher Trust Company; William E. Rider, president Ben Hur Life, Crawfordsville, Ind.; James M. Drake, president Empire Life & Accident; Kirk McKinney, president Jefferson National Life and Harry Wade, general manager Standard Life.

Survey Will List Insurance People and Their Families

Based on Census Figures, It Will Show Importance of the Business

NEW YORK—Life insurance, as well as all other forms of insurance, will be covered in a comprehensive census of all persons engaged in the insurance business. It will be presented by the Business Development Office of the stock fire insurance companies at the annual meeting of the National Association of Insurance Agents at Pittsburgh Oct. 10-13.

Although the original plan was to have an independent enumeration, it was finally decided to base the census on the 1940 federal census, which listed those covered according to occupations. M. W. Mays, director of the Business Development Office, was at that time with the Federal Census Bureau and had the insurance section of it.

Another reason for using the federal survey was that because of present conditions 1940 was a much more typical year than 1943 and furthermore the current personnel shortage would make the additional burden of cooperating on the necessary questionnaires virtually prohibitive.

Will Seem More Authentic

However, probably the most compelling factor is that a survey based on official federal census figures will prove much more impressive to those outside the insurance business, who might feel that a survey by the industry had been exaggerated to prove a case.

It is extremely desirable to have the survey as authentically based as possible, as a major objective is to make the public conscious of the insurance business and bring out the idea that insurance people, by and large, are leaders in their communities and are important as a group and as individuals. In this connection it is the B.D.O.'s hope that one result of the survey will be to impress on the buyers of insurance the importance of insurance people and their families as a market for their products.

Will Be Comprehensive

The survey will be as comprehensive as possible, covering not only those engaged in the insurance business but those in their households as well. The latter may or may not be dependents of the insurance people concerned. The term "dependent" is not being used, as any attempt to define a dependent runs into too many borderline cases.

The survey will include those engaged in the insurance business in any capacity whatever. Thus for example a window-washer employed full-time by the home office of an insurance company would be considered as being within the scope of the survey. On the other hand, a window-washer working for a building largely tenanted by insurance offices would not be included.

The census will be broken down according to states and perhaps in some cases by counties as well.

Rolland E. Irish, president of Union Mutual Life, has been named as state campaign chairman of Maine's State War Chest, an affiliate of the National War Fund. Mr. Irish, a past president of the Portland Community Chest, will supervise the organization of the largest volunteer fund-raising drive ever to be held in Maine.

BETTER SELECTION

Answering a question asked in our "Seminar on Paper," about reorganized work habits, one of our Philadelphia underwriters, Byron B. Pace, C.L.U., wrote:—

"I do find it more difficult to get in to see people, due to the fact that everyone is considerably busier. But to offset that I found that by using the telephone I can concentrate my efforts on those who are interested. When they actually are interested in the purchase of insurance they find time to see the man who is able to handle the insurance for them in the best way in accordance with their confidence in the underwriter.

"I believe that people today are more concerned about their insurance. That is, they appreciate what they have and what they can obtain more than they did in the past.

"The sales resistance which I seem to encounter is largely among those who really have all the insurance they can afford, or those who are physically unable to obtain more insurance, or, for a variety of reasons, actually are not prospects at the present time."

In other words, better selection at the prospecting source is necessary today.

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Dispersal Sale of Cattle of Interest

Phoenix Mutual's Experience with Farm Property Shown

Phoenix Mutual Life's announcement that it will hold a "dispersal sale" of registered and high grade Hereford cattle in Franklin, Tenn., Sept. 14, because it "has disposed of all the farms it formerly owned in Tennessee, as well as those suited to cattle production in Alabama and Mississippi," calls attention to an important but little understood service performed by the dollars which policyholders pay in as life insurance premiums.

Although the Phoenix Mutual's investment portfolio includes a substantial volume of farm loans, the company does not ordinarily engage in the business of farming. During the agricultural depression of the '20s, however, it became the reluctant owner of numerous pieces of farm property, and it was forced to acquire many more in the general depression of the early thirties.

Farm Loan Department

Turning to the unfamiliar task of farm management, it enlarged the staff of its farm loan department, hired special field representatives acquainted with local conditions, made repairs on houses, barns and other buildings, found suitable tenants, studied scientific methods of increasing crop yields or developing a higher quality of cattle—did everything possible, in fact, to help put each farm on a paying basis.

Most important of all perhaps, the company won and held the good will of the farmers with whom it had entered into "partnership." As conditions improved, it offered generous terms which enabled many tenants to buy the property they had formerly rented. In addition, every effort was made to locate other prospective purchasers—and today Phoenix Mutual takes pride in the fact that the farms it held throughout a period of financial stress are being returned rapidly to private ownership.

Many Phila. Blood Donations

More than 1,000 men and women in the home offices of Philadelphia life companies last week donated pints of blood at the Red Cross Donor Center. The week marked the climax of a campaign conducted by the Philadelphia Association of Life Underwriters.

The association appointed a committee of 35 to cover all companies. Charles Merz, secretary, indicated that the committee will remain active to stimulate repeat blood donations after eight weeks, established as a minimum interval between blood-giving.

Life Insurance Figures Calculated as of July 1

Total life insurance in force, July 1 was approximately \$133,000,000,000, an increase of about 3% over the first of the year. The Institute of Life Insurance shows that new purchases after lagging the early part of the year turned sharply up in March and have shown material increases since then.

Assets of life companies now total \$36,000,000,000, a rise of about 3% during the last six months. They own U. S. government bonds amounting to 30% of the total. Death benefits under pressure of war conditions, but also reflecting the larger insurance in force, increased 11% for the first six months indicating a possible increase in death claims for the year of about \$1,000,000.

Provident L. & A. Leader Millionaire Qualifier



H. GRICE HUNT

H. Grice Hunt of the Hunt & Du-Pree agency in South Carolina has won the presidency of the life production club of Provident Life & Accident and also qualified as a member of the Million Dollar Round Table for the period May 1, 1942, to April 30, 1943. In qualifying his paid volume was \$1,326,828, with total premiums of \$94,811 on individual contracts on 546 lives.

Mr. Hunt also has written a paid volume of life insurance since May 1 sufficient to qualify for the next Million Dollar Round Table, with \$1,094,000, bringing his grand total in paid sales for a period of 15 months to \$2,420,828. He specializes on key men insurance, trust cases, and income tax settlement plans.

Government May Train Wounded for Insurance Work

WASHINGTON—In the Veterans Administration extensive program for rehabilitation of wounded veterans, it is understood to be possible that some may be trained at government expense to become insurance men.

A Veterans Administration spokesman stated that a disabled veteran can choose what he wants to do. However, it was stated, his background, education, personality, and other factors would be taken into consideration by vocational officers of the administration.

Depends on Individual

They will consult with the men and advise them. The outcome will depend upon the individual applicant for vocational training and rehabilitation, his natural aptitude, personality, background, etc.

"There is hardly anything that does not get a green light, provided the case is meritorious," said the administration spokesman.

While in training the men will receive increased compensation from the government. Training may continue for four years, but must be completed within six years after the end of the war. The training will be carried on, as far as practicable, at places near the trainee's residence.

Applicant must show service in the present war, honorable discharge, disability resulting from service, and need of vocational rehabilitation to overcome the handicap of his disability.

However, if his disability does not prevent the man from doing what he did before the war he may not receive vocational rehabilitation.

Resurvey Made of Farm Conditions

Life Companies Are Watching Increases in Values Very Carefully

A number of life companies making farm loans are having their farm mortgage people engage in a resurvey of the farm situation so far as values are concerned. There is evidence that farm land speculation has started which may lead to disastrous consequences. The companies are moved to make this step on account of the Bureau of Agricultural Economics at Washington reporting further increases in farm prices. In fact, some see a striking parallel to the conditions of World War No. 1, which culminated in a tremendous land boom in 1919 and then an equally great collapse. Companies are anxious not to be caught in the big upward surge of 1919.

Increase in Farm Values

It is found that farm land prices increased 3% between March and July. During the first world war period inflated values caught a number of companies that loaned too much on farm property and resulted in catastrophic foreclosures. Farm products are up to high prices and that is increasing the speculative fever. The Bureau of Agricultural Economics finds that the present advance starting more than two years ago has reached the speculative stage, people buying farm lands in the expectation of selling them at increased prices. The speculative tendency is noted chiefly in the far west and north central states. The federal government is anxious to avert another farm land boom but whether any agencies can be relied on to check it remains to be seen. In the meantime life companies can do much by putting on their own brakes and not being drawn into the maelstrom.

Insurance Commissioner Fischer of Iowa gives it as his opinion that there will be no great farm land boom. He finds that there has been little speculative buying in his state. He took steps in 1939 to require life companies to sell their farms and most of them are closing out almost all their Iowa farm property this year.

Prudential Studies 48-Hour Week Stand Covering Personnel

When asked for a statement regarding the participation of Prudential in the 48-hour week, Col. Franklin D'Olier, president, said that Prudential is making a comprehensive survey covering its personnel in those areas which have been designated critical from a manpower standpoint.

"The Prudential," he said, "unlike many institutions and industries in this area is engaged in a nationwide business covering not only the United States, but also the Dominion of Canada. The prompt payment of claims is one of its major functions."

"We are surveying our manpower problems and possibilities in great detail and will file our reports with the War Manpower Commission by Aug. 23, as required of all companies."

"In the meantime we are and have been cooperating to the utmost with the War Manpower Commission and with the Community Manpower Mobilization Committee."

J. A. Kamerow of Washington, D. C., a representative of Mutual Life addressed the weekly luncheon meeting of the Graphic Arts Association in Washington on "Tax Savings Through Life Insurance."

Large War Bond Sales Are Made By Life Agents

More than \$5,000,000,000 worth of war bonds have been sold in the 19 months since Pearl Harbor to 15,000,000 American workers by the life agents of the country it is announced by President Grant Taggart of the National Association of Life Underwriters. The total of bond sales completed under the payroll savings plan initiated by the agents in cooperation with labor management and other groups, and cash sales made by the agents reached \$5,100,000,000 July 1. Those represented purchases by 15,000,000 workers in 78,000 firms. In addition to the work in selling "E" bonds the agents have sold a large volume of "F" and "G" in both the first and second war loan drive.

Benis Heads Columbus Chapter

I. C. Benis, Penn Mutual, has been elected president of the Columbus C.L.U. chapter. E. J. Staton, Equitable of Iowa, is vice-president; David K. Westwater, Connecticut Mutual, secretary-treasurer.



★ FOR THE FIFTH CONSECUTIVE YEAR, THE 18 ASSOCIATIONS COMPRISING THE INDIANA ASSOCIATION OF LIFE UNDERWRITERS ARE SPONSORING THE PURDUE LIFE INSURANCE SCHOOL.

THE 1943 PURDUE SCHOOL runs for three weeks starting October 4. The first week, "Back to Fundamentals"; the second week, "Current Field Problems"; the third week, "Advanced Underwriting Problems."

ALDEN C. PALMER, director of R & R's Educational Division, will have charge of the work, with the University represented by DR. GEORGE A. DAVIS.

AVAILABLE DORMITORY SPACE limits the enrollment this year to 50 agents for each of the weekly periods. At the present time, 10 enrollments are still open for the first week, and five for each of the following weeks.

IF YOU WOULD LIKE TO HAVE A MAN OR TWO ENROLLED, we suggest you write or wire Dr. Davis (Purdue U., W. Lafayette, Ind.) at once. A man coming back to you refreshed with new ideas and with his sales thinking re-organized is a sound investment!



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS



Acacia Field Advisory Committee in session
July 22-24, 1943, Chairman Suter reporting.

President Montgomery, your Associates in the Field have pledged you an outstanding 1943. Here are the results for the first six months — even better than we promised you.

There are other achievements, equally important: 72% of all Fieldmen qualified for our honor organization, the William Montgomery Quality Club—the largest qualification in our history, both by number and by percentage. There was a 40% increase in the amount of the Special Wartime Allowance earned by our men, which we appreciate all the more because Acacia is the only Company to pay such an allowance. More than three-fourths of our entire field force earned War Bonds by outstanding work during the Quality Club period ending June 30—scoring a further increase over the splendid record of a year ago.

We're on the move—we have the momentum—and as we march swiftly toward the culmination of your Golden Anniversary Year, President Montgomery, we are confident that we shall more than fulfill our pledge to make this year the greatest in all Acacia history.

For the Field Force of ACACIA MUTUAL
THE FIELD ADVISORY COMMITTEE

NEW PAID FOR BUSINESS

34% ahead of the first six
months of last year \$29,260,720

NET GAIN IN BUSINESS IN FORCE

84% ahead of the same per-
iod of 1942—with another
substantial improvement in
the already low Acacia lapse
rate \$18,968,711

AVERAGE ANNUAL PRODUCTION RATE OF ALL AGENTS

The highest of any Company
in the Land \$206,720

L. Younatta
Manager, Los Angeles

Charles Suter
Manager, Baltimore

James M. Williams
Manager, Norfolk

Jesse Black
Manager, Philadelphia

S. R. Brown
Manager, Oakland

J. M. Barr
Manager, Youngstown

ACACIA MUTUAL LIFE INSURANCE COMPANY

Interest Earned By Life Companies Shows Decline

**Comment is Made on
the Factors That Enter
Into the Decrease**

The Institute of Life Insurance states that a check on the rate of interest earned by life companies of the United States last year was 3.40% as compared with 3.41% in 1941. The net earned in 1940 was 3.61, in 1939 3.70.

"In 1942 experience reflects a number of special circumstances which have combined to produce an interest rate close to the previous year's figure," says the Institute. "The greater prosperity enjoyed by both industry and agriculture during the year was reflected in the earnings on funds invested in business securities and mortgages. Specifically, the net income from both farm and city real estate holdings was higher; the life insurance companies benefited by the collection of interest due in past years, and the earnings of railroads and other businesses in which the companies have investments improved.

Reduction in Cash

"Fuller investment of life company resources resulting from a reduction in cash was another factor offsetting the downward trend of the earning rate, although this is more important currently than was the case last year.

"While new corporate financing continued light in volume, companies as a whole were able to make some new mortgage loans both on business and residential properties at satisfactory rates, and were also able to effect portfolio adjustments which contributed to an improvement in their earnings position."

'42 Sales Record in Canada Shown

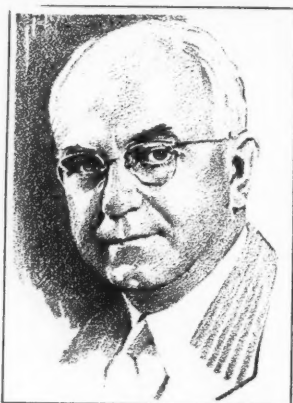
New life business in Canada in 1942 amounted to \$818,689,225 as compared with \$688,344,283 the previous year, Dominion Superintendent Finlayson reports. Of the 1942 total \$53,470,440 was group and in 1941 the group writings amounted to \$46,491,193.

Insurance in force in Canada as of Dec. 31, 1942 was \$7,875,748,866 contrasted with \$7,348,550,742 the end of the previous year.

Canadian insurers had new business in 1942 of \$554,341,573 and insurance in force of \$5,184,568,369; the figures for British companies was \$13,878,930 and \$152,283,048 and foreign companies (United States) had new business \$250,468,722 and in force \$2,538,897,449.

Canadian fraternal had new life business of \$15,311,515 compared with \$11,319,100 in 1941. Foreign societies had new business of \$9,752,627 as against \$7,507,903.

Heads Tower Club



H. L. QUIGLEY

H. L. Quigley of the Seattle agency of Northern Life, who becomes president of its Tower Club for 1943 by virtue of his leadership in production, has been with Northern Life 29 years and long one of its outstanding producers. He has specialized in the company's complete coverage—life, accident and health contracts.

Managers Month Successful With Security L. & A.

Security Life & Accident of Denver conducted an unusual campaign in July. Previously that month had not been a banner one. Hence the officials worked out what they termed a "Managers' Month." The company showed an increase in July over July, 1942, of 150% in life insurance and 202% in accident and health premiums. War stamps and bonds are awarded as prizes. Final awards will be made at the end of August.

Some outstanding records were made. S. Di Fiore, assistant general agent of the A. S. Murray agency, Albuquerque, N. M., led the entire field organization for insurance submitted, showing the phenomenal increase of 602% over July, 1942. T. T. Fisher, manager for northern Colorado, did a splendid job in July, 1942, but showed an increase of 142% this July; John A. Day, district manager, Delta, Utah, a consistently high producer, showed an increase of 121%; Gilmer G. Aycock, manager at Lubbock, Texas, 144%; Rudy Gibbs, manager, Kearney, Neb., increase 177%, and J. A. Bryant, manager Newbern, Tenn., 177%.

Ohio National Honor Groups

To qualifiers for the Leaders Club for the year ended July 31, Ohio National Life awarded war bond prizes in recognition of membership. The company has four organizations—Leaders Club, Quarter Million Dollar Club, Builders Club and Century Milestone.

Qualifiers for the Leaders Club, the top production organization, were: V. E. Templeton, Lima, O.; F. A. McMaster, Los Angeles; Albert Doctor, Detroit; H. R. Lindenberger, York; E. W. Millholland, Columbus; G. S. Severance, Chicago; R. H. Moore, Lansing, and F. E. Kramer, Erie.

No Hearing to Be Held on 5% Rule Interpretation

WASHINGTON — A supplemental brief has been filed by organized life insurance interests with Judge Fred M. Vinson, director of economic stabilization, elaborating upon the views expressed by them in their original letter to him protesting against the apparent determination of the Internal Revenue Bureau to limit the 5% insurance plans of employers for employees to ordinary life, also to require that such plans be not limited to one or a very few employees, and finally, threatening to make the impending regulations retroactive.

Judge Vinson is understood to be desirous of disposing of the matter promptly.

WASHINGTON—No hearing is expected before Judge Fred Vinson, economic stabilization director, on the protest of life insurance interests against Internal Revenue narrow interpretation and application of the 5% insurance plan permissible under salary and wage stabilization regulations.

Officials are reported not to want a hearing because they do not want to delay action on the matter.

Not much elaboration was expected

to be given to the points presented in the life insurance memorandum submitted to Judge Vinson. As one insurance representative remarked, there can not be much argument about the meaning of life insurance, as included in the stabilization act, under which the 5% plan is allowed.

The Internal Revenue Bureau seeks to limit this meaning to ordinary whole life insurance, cutting out endowment, limited payment and other types of policies.

COMMITTEE'S STAND

NEW YORK—The committee representing the Life Presidents Association, American Life Convention, and National Association of Life Underwriters which wrote F. M. Vinson, economic stabilization director, July 13 asking for a liberalization of the status of life insurance under wage stabilization regulations on a number of points, has received an acknowledgment from Mr. Vinson. Mr. Vinson wrote that he would be glad to have a supplementary brief, should the committee desire to file one. In its reply, the committee said it wished to reemphasize the points brought out in its letter, that it held itself in readiness to be of further assistance, and it had nothing more to add to what had already been said.

For full information on all life companies get the Unique Manual Digest. Only \$5. Order from National Underwriter.



Doorway to Sales Opportunity

The ship over this doorway symbolizes the successful sales discoveries insurance men in every type of community have made by sailing under Columbus Mutual's "Golden Rule" banner—supported by its fleet of unusual "Insurance Packages". If you are seeking new horizons, you will find them through this doorway!

D. E. BALL, President

The COLUMBUS MUTUAL Life Ins. Co.
Columbus 16, Ohio

Figures for First Six Months

	New Paid Business 1943	New Paid Business 1942	Inc. in Ins. in Force 1943	Inc. in Ins. in Force 1942
Cuna Mutual	\$ 4,936,846	\$ 7,247,034	—\$7,174,938	—\$10,238,862
Home Security, N. C.	9,728,927	9,011,570	3,156,306	1,804,330
Morris Plan	26,919,198	35,913,507	—7,663,676	—11,942,222
Reliable Life, Mo.	13,917,862	15,879,393	8,798,674	3,215,555
Southland Life	6,201,439	7,113,379	1,088,358	84,410
FRATERNALS				
Royal Neighbors	7,943,150	7,614,500	204,568	—1,620,995

Views on Pension Plans Are Given

Two Speakers Address
H. L. Wofford Agency on
Tax Angles

NEW YORK—An informative meeting on pension trusts was arranged by H. L. Wofford, manager of Prudential, at which P. A. King, editor of Prentice-Hall's insurance and tax service spoke on tax aspects and effects of the wage stabilization act and C. Jerome Weber, trust administrator of Chase National Bank, New York City, discussed some aspects of pension planning.

Consideration should be given, Mr. Weber said, to the use of years of service method exclusively in setting up a plan. It should be looked at from the angle of employer-employee relations. The purpose of a length of service requirement is usually to eliminate as much as possible of the personnel turnover and this may vary with each industry and with particular employers. Eligibility for membership may also be based on age, sex, amount of compensation and nature of employment. Certain restrictions on the exclusion of employees from a plan are set forth by section 165 of the internal revenue code.

Mr. Weber favors a plan providing for retirement only when the individual has been a member at least 10 years. The Treasury department has issued regulations 5539 in mimeographed form as a guide for correlating social security with definite pension formulas.

As a general rule the War Labor Board follows Treasury department rulings on pension trust questions, Mr. King stated. Prentice-Hall service has prepared a handy chart for guidance on questions of wage stabilization. It shows that for wage earners, salaried employees earning up to and including \$5,000 a year, and for executive, administrative and professional employees earning up to and including \$5,000 represented by a labor organization the clearing agency for approval is the War Labor Board. Oct. 3, 1942 is the stabilization date for wage earners and Oct. 27, 1942 for the others listed as under the WLB jurisdiction.

The Treasury department is the clearing agency for employees earning more than \$5,000 (stabilization date Oct. 3), and for executive, administrative, and professional employees not represented by a labor organization, the stabilization date being Oct. 3, 1942 for those earn-

Geller Again Heads Pacific Mutual Big Tree Club

LOS ANGELES — Pacific Mutual Life's Big Tree Club year for 1942-1943 has ended with 252 agents qualifying for membership, a gain of 21%. Eighty-three agents qualified in the two "top flights" compared to 56 a year ago.

Abram L. Geller of the Jul B. Baumann general agency at Houston, Tex., is national champion and president of the Big Tree Club for the second time.

Vice-presidents of the club are: F. C. Findley, western railroad department; Fred L. Hirsch, Lem C. Swinney agency, Dallas; R. Earl Denman, Joseph M. Gantz agency, Cincinnati; Samuel Maybish, John L. Watts agency, Chicago.

In addition to the officers, the Top Star club members are: Roy F. Alexander, Portland, Ore.; J. Otis Sullivan, Phoenix, Ariz.; William A. Martin, Philadelphia, (first year in the business); Samuel G. Klianman, Cleveland; Victor M. Sieving, Henderson agency, Chicago; Clarence Dietterich, Phoenix; Jake Matusoff, Dayton, O.; N. A. Herberts, Detroit; Maurice F. Bradley, Fresno, Cal., and W. W. Stewart, Los Angeles.

Announce September Setup

The Life Agency Supervisors Association of Los Angeles already has completed its plans at its first meeting of the season Sept. 8. John F. Curtis, Massachusetts Mutual Life, will speak on "Direct Mail and How It Pertains to the Supervisor's Job."

ing \$5,000 or less and Oct. 27 for salaries above \$5,000.

All pension trust contracts must qualify first under section 23a of the internal revenue code and must comply with the salary stabilization law. Plans providing for benefits as high as 34% have been approved, Mr. King said. No prior approval is required if a pension trust conforms to section 165a. On a profit sharing plan, approval is necessary whether it has pension features or not. A profit sharing plan providing for distribution at the cessation of the war or one year beyond will not be approved. A plan providing for distribution "after 10 years" will be approved if the distribution is not made in a lump sum but over a period of 10 years. No ruling has yet been handed down for a shorter period.

Congratulations

to the Life Underwriters
of the United States
for the outstanding job
they have done in selling
War Bonds.



WANT ADS

MAN WANTED

Indiana special assessment Life, Accident and Hospital Company wants to employ a general Manager. To a person with real ability, who wants to work, an opportunity to build a profitable, permanent connection is presented.

Address S-49, care The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

EXCEPTIONAL OPPORTUNITY FOR STATE MANAGER

A strong 47 year old Mid-Western life insurance company, writing life (including juvenile and sub-standard), accident, hospitalization and disability insurance, has opening for State Manager in Wisconsin.

Applicant must have good record as personal producer, as well as experience in recruiting and training of District Agents.

Substantial salary, bonus and expenses. Replies will be held confidential. Address S-71, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

HOME OFFICE
NASHVILLE
NATIONAL BLDG.
TENNESSEE



OWI Cites Inflation Blow to Annuitants and Beneficiaries

WASHINGTON — Continuing its campaign against inflation, the Office of War Information points out that:

"The 345,000 persons who are drawing annuities and the 82,000 whose insurance policies are paying off in monthly checks, are in many cases finding that the sums they estimated would allow them to retire in comfort are no longer adequate to meet their living expenses."

OWI says that the incomes of more than 20,000,000 persons who depend on fixed low wages, pensions or allotments, or meager checks from governmental units, "are shrinking with every rise in the cost of living."

Of these, "about 700,000 retired workers, widows and young children receive social insurance payments under the old age and survivors insurance program of the social security board," according to OWI.

"More than 400,000 persons are drawing annuities for which they had put away their savings for many years."

Hardships Are Seen

"Nearly 2,200,000 are aged persons on state public assistance rolls."

"Another million are disabled veterans drawing pensions or disability compensation, or the widows and dependent children of veterans."

"Retired and disabled firemen, policemen, state and municipal employees totalling 158,000 are receiving pensions or retirement pay."

There are also 53,000 blind persons and 739 dependent children receiving federal or state aid.

"Not all of these people, of course, depend entirely on the government or insurance checks coming to them monthly," OWI admits, but it points out that "the payments they receive are fixed and do not rise with the rising costs of living. Each check will purchase fewer necessities if prices continue upward."

Of 3,000,000 persons in three groups carried on federal-state assistance rolls, said OWI, the largest is the "needy aged, with 2,181,700 people on the rolls as of June, 1943."

"This represents a decline of less than 3% over last year," OWI continues, "and in the light of past experience it is estimated that the number will remain relatively constant next year."

Now Right Time to Convert Term Policies, Spence Says

Now is an excellent time to convert term insurance to permanent forms, according to J. E. Spence, general agent of Penn Mutual in New York City. At least 50% of his term policyholders have been receptive to the idea, Mr. Spence reports. Change of age will add considerably to the cost if the assured does not take advantage of present rates. The present policy has no war clause. If the term policy has several years to run, premiums for permanent forms are apt to be materially higher and no one knows what the figure will be.

Mr. Spence makes a telephone appointment with the policyholder to go over his policies. If the assured does not wish to convert all of his term coverage, he is likely to convert part of it. With more money in circulation and little place to put it except war bonds, policyholders are receptive to higher premium forms.

Martha Washburn Allin, Connecticut Mutual, Minneapolis, who has achieved national recognition as a life insurance producer, is also making her mark in another field, art. Some of her work was included in an historical exhibition this week in connection with the 100th anniversary of the founding of Stillwater, Minn. She will also have some paintings in the art exhibit at the Minnesota state fair.

Champion Contributor to Treasury Is Insurance Man

WASHINGTON—Reporting on voluntary contributions and gifts received by the government to aid in the war effort, the Office of War Information says:

"The champion contributor of old coins and trinkets is a Massachusetts insurance man. He not only sent in his own collection, but gathered up odds and ends from acquaintances and clients. He has already sent in more than 1,500 separate pieces."

The Treasury Department declined to make public the name of the donor. He is identified as a western Massachusetts life insurance man.

President Paces Drive for Broadening of Social Security Act

WASHINGTON—Led by President Roosevelt, administration officials and supporters observed the eighth anniversary of the social security act Saturday last by opening a drive for broad expansion of the law when Congress returns in September.

Urging extension of the act, the President said "that humanitarian law" made a "real beginning toward the abolition of want in this country." While 60,000,000 workers are building security for their old age with their own contributions, said the President, fairness and equity require extension of these benefits to farmers, small business men, and others working for themselves; also inclusion of protection against the economic hazards of ill health.

Senator Wagner of New York, who was active in securing passage of the social security act, called attention to the bill amending and extending it, introduced by himself, Senator Murray of Montana, and Representative Dingell, Michigan. He urged that early hearings be held on the measure so that millions not now covered by the law may come under it.

This bill agrees substantially with details of a program recommended by Federal Security Administrator Paul McNutt, who recently issued a statement apropos of the eighth anniversary of the act.

Decision in Premier Products Case Clarified

Contrary to the implications erroneously drawn by many business men from commercial digests of a recent U. S. Tax Court decision in the Premier Products Company case, life insurance proceeds collected by a corporation upon the death of one of its key men are still exempt in full from federal income and excess profits taxes, John G. Kelly, assistant general counsel of Mutual Life, observed. The issue was treated in the Aug. 13 NATIONAL UNDERWRITER, page 17.

Under the law, Mr. Kelley pointed out, the excess profits tax does not apply except when death proceeds of life insurance policies are subject to income tax. That occurs, he said, only when policies were not purchased by a corporation directly from insurance companies, but by way of assignment for a valuable consideration. This was the situation that existed in the court decision in question. In such cases, the so-called excess over cost to the corporation becomes subject to tax. In all other cases, Mr. Kelly said, the death proceeds are fully exempt from income and excess profits taxes, as before.

The recent court decision, he stated, deals with a technical provision for relief of the excess profits tax law, and merely holds that if life insurance proceeds, because of an assignment, are required to be included in gross income, such "abnormal income" is not attributable to prior years for excess profits tax purposes.

Lauds U. S., Slaps British Insurance War Claims Publicity

The "Review" of London in the July 23 edition praises the life insurance industry in the United States for making the most of the opportunity that is created by the war and commends that policy to British insurers. The "Review" refers specifically to the recent release of the Institute of Life Insurance as to war claims under life insurance policies.

"It seems that American life offices," this publication states, "are making sure that the people of the United States shall understand how important a part life insurance is playing in the war, whereas British offices seem not to be making any concerted effort whatever to that end."

"To life insurance, war is a challenge and an opportunity. In the United States the business, while cheerfully accepting the challenge, is making the most of the opportunity. Would it be unfair to suggest that, in contrast to what American offices are doing, British offices seem rather to be trying to give the impression that the war is merely a minor inconvenience to the business?"

"The sharp contrast between the policies being pursued by life insurance in the two countries cannot be overlooked by anyone conversant with affairs on both sides of the Atlantic; and the contrast is all the more remarkable because in Britain today there is far more need for life insurance to establish itself in the good opinion of the general public, the people who control the votes and who after the war, will have so much to say as to what is to be the future of insurance, as of other businesses, than there is in the United States, where life insurance is already so much more

Report Strong Support for Hartshorn for Secretary

HARTFORD—A committee has been appointed by Robert C. Gilmore, Jr., president of the Connecticut Association of Life Underwriters, to work with the committee sponsoring the election of Wilbur W. Hartshorn of Hartford as secretary of the National Association of Life Underwriters. John H. Thompson, dean of Hartford insurance men, who is chairman of the "Hartshorn for Secretary" movement, reports widespread support for Mr. Hartshorn's candidacy throughout the country. Managers of Metropolitan Life have formed a "Hartshorn for Secretary" committee with John D. Moynahan of Chicago as chairman.

His supporters cite the outstanding job done by Mr. Hartshorn and his committee in boosting the paid membership of the National association to 29,274 at a time when so many life insurance people are entering service.

widely established and discussed than it is in the country of its origin.

"As compared with the information afforded by United States offices, that made available by British offices speaking broadly is pathetic. The number of British offices which have made any clear statement as to their war claims is comparatively small and such information as there is, appearing as it does in various forms, helps very little in putting together a picture of what even those offices which do give particulars have done between them. The policy which seems to govern so many offices in matters of this kind is to withhold information which could be turned to their disadvantage by competitors, even though in the aggregate the information would be beneficial to life insurance, and, indeed beneficial to themselves when made use of by their own representatives."



Design for Victory

Field representatives of the Equitable Life of Iowa are weaving a Design for Victory which is typically American.

More than fifteen per cent of those comprising the Equitable of Iowa's field force are now in the armed services. Their contributions to the cause of Freedom are self-evident.

A full one hundred per cent of all Equitable of Iowa field representatives who are continuing to serve as Life Underwriters are also doing their part, by extending the benefits and services of Life Insurance more effectively and aggressively than ever before. Let us not minimize the importance of their contributions. There is a very real responsibility in helping to preserve, through Life Insurance, the economic well-being of the home front.

Additionally, Equiowans on the home front are selling War Bonds and Stamps; they are serving on draft boards, as air raid wardens, auxiliary police, and in many other avenues of the war effort... and they are investing generously of their earnings in War Bonds.

That is the American way of waging all-out war... an orderly, voluntary, democratic Design for Victory which Hitler can neither understand, nor stop.

EQUITABLE LIFE OF IOWA

Founded 1867

HOME OFFICE

DES MOINES

Merchandising Methods of Louis H. Behr are Reviewed

Louis H. Behr, million dollar producer of the Equitable Society in Chicago and new president Chicago Life Underwriters Association, has been characterized by those who know him well as one of the most successful life insurance merchandisers of the country. He is an all-round life insurance man having a very comprehensive knowledge of the business, knowing his contracts fully and has the ability to analyze intelligently the needs of a prospect however complicated and can fit life insurance to those needs where such can be applied. Mr. Behr has produced as much as \$2,000,000 a year.



Louis H. Behr

Mr. Behr possesses an attractive personality, easy in speech, amiable in disposition, cordial and sincere. He puts a man at ease at once.

Classifies Life Insurance Work

In discussing life insurance salesmanship he classifies the work in five different categories. They are:

1. Package selling.
2. Key man insurance.
3. Personal programming.
4. Stock retirement and retirement of interest of partners.
5. Estate analysis.

Mr. Behr was asked what he would advise the average life insurance man to do, that is, in how many groups should he operate. He replied that if a man is writing less than \$250,000 a year he should confine himself very largely if not entirely to the first three groups. For instance, package selling includes those forms of "must life insurance" to take care of death demands, mortgages, debts and maintenance of dependents at least for a short time. That is the simplest form. It is easy to sit down and talk with the head of a household and his wife as to just what is really needed at time of death. A man may not be able to carry enough life insurance to meet death demands but he can start in building a package and gradually enlarge it. This form of selling is popular, is elemental, is something that a man can understand and it is a problem that all householders have to meet.

Key Man Insurance

In connection with key man insurance that may be a little more difficult but an agent can study a partnership or corporation and ascertain who are the key men and endeavor to interest the officers and directors in carrying insurance on them for the benefit of the employer. This involves the interviewing of more people as perhaps more than one man would have to reach a decision on the subject. However, so-called partnership and corporation insurance is very well established. There are men in every organization, small and large, that might be called indispensable, that is, it would be most difficult indeed to replace them. It might take some time to train a man to take the vacant chair. He might lack many of the elements of the present key man and hence a concern should protect itself against the death emergency.

When it comes to personal programming an agent extends his wings. He then must analyze a man's insurance needs thoroughly. He must study the insurance he has, the character of it, the scope, his age, what insurance does and what it does not. He must make a comprehensive study of the man's needs, his dependents, his financial condition, his income, his obligations, his tax situation. The agent must take into consid-

eration those that are dependent on the head of the house and also arrange for his own retirement income.

The third group naturally is more complicated than the other two. It involves a greater knowledge of life insurance, its contracts, how various policies fit into various needs. An agent must know how to program, must be able to start the foundation for a superstructure to which units can be added from time to time as a man can afford to buy them or as changes come along and create new needs.

Two Groups More Complex

Mr. Behr made it very plain that when the fourth group was reached then the selling and servicing of life insurance becomes much more complicated and difficult. It really starts a new technique and requires added knowledge. The provisions for stock retirement and the interest of partners bring in legal questions, personal considerations and other factors that are not found in the more personal side of life underwriting.

The fifth grouping or estate analysis reaches the maximum of complications and difficulties in the sale of what might be called personal insurance. The last centers about a number of provisions. It must take into consideration the will, the property and investments of the prospect. It must envisage his tax situation now and after his death. Every possible phase of his situation must be carefully studied and not only his insurance but his entire economic structure must be carefully considered and the two harmonized. Usually a man in this category is one of some means and probably large income. The faculty of developing estate analysis requires considerable technical knowledge. The prospect's lawyer must be brought in and various considerations have to be weighed. The last two involve prospecting on a higher level. Estate analysis involves usually those prospects who are seeking over \$250,000 or \$300,000.

Working in First Three Groups

Mr. Behr cited the fact that in working in the first three groups an agent can almost be his own secretary. He can write a million dollars of life insurance with ease if he has the right contacts. There is very little excuse for him being in his office. His work is largely on the outside, interviewing, seeking more prospects, studying his people and their personal needs. An agent can specialize on any one of the three groups if he cares to. In package selling, Mr. Behr said, the closing should not require more than one or two interviews. No organization is required in package selling. A man does all his own work without any collateral assistance. This can be said also to a considerable degree about selling key man insurance although it does involve more strategy and knowledge of the man and his relationship.

PERSONAL PROGRAMMING

When it comes to personal programming more analysis is required, more keen and intelligent and able work. An agent will undoubtedly have to do considerable night work. He must be able to analyze a man's needs and must know his company's contracts. It may take 90 days to close a case of this kind. There is need for more service than the others.

When it comes to No. 4 and 5, the agent finds himself then in need of assistance outside his own sphere. He undoubtedly will have to call on the actuary, the lawyer, the tax expert, and other functionaries in order to round up his case. He will have to spend more time

in his office and will need to do more dictating and have his secretary make research and do considerable typing and preparation. When it comes to estate analysis an agent may have to work three to five months to complete his scheme. He probably will have to make amendments in his original plan and will have to get in touch with his prospects from time to time until he gets complete information.

Mr. Behr reviews his policyholders' programs once a month. He has a large book and the prospect's entire program is on a single sheet folded maybe three or four times but it can be unfolded so that he has the entire plan before him. He keeps in as close touch as possible with his policyholders to see if any changes occur of which he is not aware. However, he goes to the point of last contact in his book program and then decides what will be the next step or the additional unit. In cases of this kind much time can be saved by using the phone. The policyholder by this time is well acquainted with the agent, he has confidence in the salesman. He knows that he has started his program and is fully aware of his condition. Therefore there is little need for a personal call unless something very important has come up.

Mr. Behr said that up to this point personal life insurance is involved.

Even in group cases he said that he went to the group department of his company, secured an expert to go out with him. The group field man did most of the talking and drafted the plan. Mr. Behr does not have to do much personal work with group policies. This is all done for him by his office. Mr. Behr merely originated the prospect.

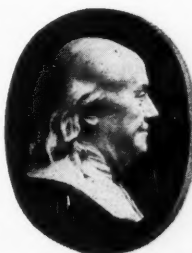
PENSION TRUSTS

When it comes to pension trusts Mr. Behr said that one passes now into a very complex field different from any phase of life insurance with which the ordinary salesman is acquainted. One must be fully equipped, he said, mentally, financially and emotionally for the task. It is largely a case of employer-employee relations. While the first three classes might be designated as grade school and the fourth and fifth as high school, when it comes to pension trusts one gets into the collegiate zone. An agent to develop and write pension trusts must have an overflow of patience, tolerance and diplomacy. He must be in the picture at all times. It is an expensive line to follow. Mr. Behr explained that when he was working in the first five groups writing as much as



WHATTHEHECK DO YOU WANT?

Well, what do you want . . . out of your life insurance work? ¶ You want to serve your clients . . . educate children, protect widows, provide income for old people. ¶ But you're human, after all. So while performing good deeds you like to eat well, own a nice home, send your kids to university, buy a new dress for your wife several times a year, take a real vacation each summer . . . and be a big man in your community. ¶ We wouldn't think of saying that these desirables can't be had through other good life companies . . . but we know it's happening every day with scores of Franklin men. So, if you're not on the main line, and you really want to be a big shot in your community, inquire about a Franklin Agency Franchise. Then you'll have everything you want.



The Friendly
FRANKLIN
LIFE INSURANCE
COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

INSURANCE IN FORCE EXCEEDS \$235,000,000.00

\$2,000,000 a year he had two girls in his office. Now that he has taken up pension trusts he has four girls and a man. The pension trust line, as he puts it, is a work plan of the times. It is a very advanced class and should not be undertaken unless the agent is satisfied that he can maintain an organization of high grade caliber and that he is willing to give his time to it. It requires much servicing as employees go out of employment and others come in. This requires changes all the time. Hence an agent must have an organization to meet all the demands. It may take a year or more to close a case. In fact, many employers will not agree to put the plan into effect until the end of a calendar year. That means that cases have to be developed during the entire year to take effect at the bidding of the employer.

Sees Permanency in Trusts

Mr. Behr believes that the pension trust is here to stay. It is not ephemeral. The government favors correct ones. There will be a lapse ratio when the war ends. He said that it is a service that is highly desirable. If pension trusts have been written on a conservative basis and there are no tricks or discrimination in them, if the employer understands the situation thoroughly and he is more interested in his relationship with his employees than he is with tax deductions, he will not be eager to dismiss the trust. Mr. Behr is now devoting about four-fifths of his time to pension trusts. He is doing this because he feels that it is a permanent factor in business and economic life.

An agent taking up pension trusts must have a complete knowledge of the business itself and its application to organization. He must know considerable of the law as well as the insurance technique. He must know government regulations and tax rules. He will have retained an expert or experts in the line. He will have to deal with the assured's attorney. His canvass will not be with one man but with officers and a board of directors or the controlling body of the partnership. After he has spent a large amount of work on a case someone else may grab it up because an officer or director insists on some insurance man with whom he is acquainted getting it.

Agent Must Be in the Picture

It is a highly complex arrangement and the salesman in order to be successful cannot work with someone else or turn it over to another. He must be on deck at all times. Many life insurance men hearing of pension trust cases and the juicy commissions have had their appetites whetted for it regardless of whether they are fitted to do the work or not. Mr. Behr contends that a master hand must do the work and he cannot turn the important features over to someone else.

Few people, he thinks, are capable of mixing pension trust work with the first five phases of life insurance to which he referred. One may major on one of the five but if he goes into the pension trust field and believes it to be permanent he must agree to give his time to it.

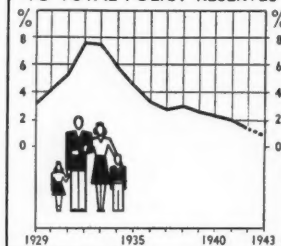
FORMULA FOR SUCCESS

Mr. Behr was asked if he could recommend any formula or a course of procedure for a new man entering the business or one who is not clicking. He said that if a salesman will agree to give one hour a day to profound study of life insurance, will make five calls a day and make them seriously five days a week he will eventually be successful. If he finds, however, following this course he is not successful then he should get out of the business because he never will succeed. This plan, he said, must be consistently and religiously followed. There must be no deviation from it.

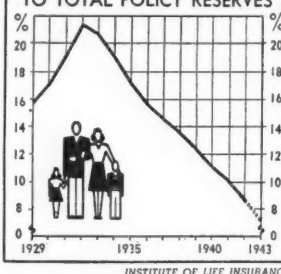
Most companies have an educational course. An agent should study his own company's course but also he should be a subscriber to an independent service that brings him current information and

CALL UPON LIFE INSURANCE CASH VALUES BY AMERICAN FAMILIES AT RECORD LOW RATE

RATIO OF SURRENDERS PAID TO TOTAL POLICY RESERVES



RATIO OF POLICY LOANS TO TOTAL POLICY RESERVES



suggestions. His company's course deals with life insurance in an academic way. The independent courses do that and more. They keep a man informed of the best thought in the business, the best methods being followed, changes, the new laws, etc. An agent today, he said, must keep abreast with current developments in order to be of service to his policyholders. He must keep up to date on day to day changes and new techniques that are followed.

Learns From Others

Mr. Behr said that he learns something almost every day from others. Men pursue different methods and have a different line of procedure from his and if they are successful he wants to adapt what he can to his own system. If a man is a student he should take the C.L.U. course, but he should not spoil his salesmanship faculties by doing this. In other words if he is a "natural" he had better stay so and not try to become a student. The C.L.U. course, he said, is a wonderful offering of life insurance and broadens the minds of those who take it if they are students.

Many life insurance men, he declared, become smug. They are complacent. They are satisfied with what they have done. They think that they know about all there is to be known and no one can tell them anything. They dry up. They become moss covered. An agent, he said, must sharpen his wits at all times. That is the reason he should devote an hour to study. He should know what is being done, how it is done and when it is done. He cannot overdo getting practical suggestions and ideas.

PROSPECTING

In speaking of prospecting Mr. Behr lays much stress on it but he explained his method because his prospects largely center about his policyholders for whom he has done an excellent job. He is of the opinion that when anyone in any line of profession or business does a master piece of work that fully satisfies the purchaser the latter is not slow to recommend the person who did the work. Mr. Behr therefore places great emphasis on the necessity of doing a complete, satisfactory and masterful job in his life insurance activities. He explained that he did not ask a policyholder whom he had closed for names of friends who might be interested in insurance. He knows beforehand who

his intimate friends are. He never solicits a man without knowing at least four or five of his friends. They may be recreation companions, social friends, relatives, intimate business acquaintances, etc. Therefore, when he closes a case he asks his policyholder something about this man or that who is a close friend of his. From him, therefore, he gets valuable information. He inquires whether he will have any objection to him mentioning the fact that he was the agent that sold him the insurance. He inquires then who are his best friends. If the job has been done to the satisfaction of the policyholder Mr. Behr said that in 19 cases out of 20 the man will tell him to go ahead. Sometimes he will take up the telephone and call a friend whom Mr. Behr has mentioned.

Necessary to Build Prestige

Mr. Behr in this interview repeated time and again the great value of building prestige as one goes along. In his early days he was compelled to do many things that he does not now. He would not have been able then to get a man to come to his office for a conference. He would not have been able to call a man up on the telephone and speak to him about his life insurance. When an agent has built a reputation for masterful procedure, that is his great asset because those for whom he has worked have confidence in him. He has become a real life insurance counsellor. A life insurance man's reputation and prestige, he said, are just as much of value to him as they would be in the case of a professional man. When one's clients have the utmost faith in him and believe in his insurance judgment and his capacity to analyze their needs and fit their insurance to them he has no trouble in getting prospects.

Mr. Behr said that a prospect list should keep freshened all the time. It should never be allowed to grow stale. He figures that from 50 to 60% of his prospects come from his own clients.

Convention Dates

Aug. 23-25, Insurance Section American Bar Association, Chicago, Medinah Club.

Sept. 13-14, International Claim Association, Chicago, Edgewater Beach Hotel.

Sept. 13-16, National Association of Life Underwriters, Pittsburgh, William Penn Hotel.

Sept. 25-27, Life Office Management Association, Chicago, Edgewater Beach Hotel.

Sept. 28-30, National Fraternal Congress, Cleveland, Hotel Cleveland.

Oct. 4-7, American Life Convention, Chicago, Edgewater Beach Hotel.

Oct. 13-14, Actuarial Society of America, New York City, Waldorf-Astoria Hotel.

Oct. 15-16, Institute of Home Office Underwriters, Chicago, Edgewater Beach Hotel.

Nov. 16-18—Research Bureau and Life Agency Officers, Chicago, Edgewater Beach Hotel.

Dec. 2-3, Association of Life Insurance Presidents, New York City, Waldorf-Astoria.

Dec. 5-6, National Association of Insurance Commissioners, mid-year meeting, New York City, Pennsylvania Hotel.

Jan. 11-12, National Association of Accident & Health Underwriters, winter meeting, Des Moines, Hotel Fort Des Moines.

He never allows a sale to be made but that at least he gets one very likely prospect.

Attitude Toward Club Members

Mr. Behr does not join a club or enter into its life for the sake of enlarging his insurance prospect list. His social life is entirely divorced from his business life. It is true, he said, that some of the men who have become policyholders have later on become social friends but they were policyholders first. It puts an agent in a wrong attitude, he said, to use his club or organization as prospecting grounds. People, he said, do not like to have life men take advantage of social ties or organizational memberships to promote their business. There is no need, he said, of

1903 **40th** 1943
Our Fortieth Anniversary
YEAR

The **VOLUNTEER STATE
LIFE INSURANCE COMPANY**
CHATTANOOGA, TENNESSEE

"A Southern Company of Character"

Cecil Woods,
President

Howard Blanton,
Agency Vice President

infringing on the realm of or embarrassing friends in this way. Prospects can be gotten through other sources.

Mr. Behr at one time was in the mood to quit the business. That was about 18 months after he started in the field. He had graduated from the University of Wisconsin, he had been connected with an envelop concern for a short time. Then he was induced by Samuel Lustgarten, agency manager of the Equitable, to join that company. At this particular time, Mr. Behr explained, he had had some cases rejected, he had not been able to interest people and he had decided to enter some other line. He sought Mr. Lustgarten, telling him of his predicament and asking whether he should not get out of life insurance. Mr. Lustgarten said, "Yes, if you are yellow get out of it. If you are not, stay in it." That was a real challenge to Mr. Behr. He went out with renewed determination and will power and from that time on he has never been off the honor roll.

Connecticut Mutual Pushes 3-Step Ad Plan

Connecticut Mutual Life has released a new edition of its "Three-Step Advertising Plan" for its field men. The original edition, brought out last March, proved unusually effective in increasing the amount of advertising material used, about 17,000 more direct mail lead letters being sent out than would normally have been expected. The plan has also been instrumental in promoting a wider use of other forms of advertising material. The volume of reminder advertising material sent out by agents increased from 20,000 to 40,000 copies a mailing.

The purpose of the "Three Step Plan" is to coordinate the use of direct mail, sales literature and booklets, and goodwill and prestige-building material. The plan covers the use of the established direct mail letter system for securing interviews, use of booklets and leaflets to help keep prospects from cooling off after the first interview, and the use of goodwill and reminder advertising and other means of keeping a prospect warm over a period of time until the agent is ready for another interview.

AVAILABLE

Man with 17 years of successful experience in Life, Accident-Sickness and Group Insurance. Also familiar with Retirement Pension plans. Age 48, married, two children. Prefer Group and Pension Insurance field in Chicago territory. Address S-75, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED IMMEDIATELY

Group insurance man to develop production. Thoroughly experienced in all phases of group accident and sickness insurance by large middle west casualty company. Home Office and field experience desired. State qualifications and salary. All replies treated confidentially. Address S-68, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE COMPANY WANTED

By an old fire insurance agency over 40 years—never having had a life company but wishing to start a life department. Prefer a mutual company established over 50 years on a conservative basis not now represented in Toledo. The Geo. E. Myers & Sons Co., 408 Segur Ave., Toledo, Ohio.

AVAILABLE AS GENERAL AGENT

Successful personal producer, twelve years in business with present company, consistently among company leaders, paid business 1943 to August 1 is \$700,000.00. Thirty-five years of age, married, two children, draft classification 3-A. Location desired west coast, preferably Oakland. Box S-69, The NATIONAL UNDERWRITER, 175 West Jackson Boulevard, Chicago 4, Illinois.

Consider Plan to Cover Obligation Imposed by Lease

NEW YORK—The executive committee of the New York City Life Underwriters Association considered this week the possibility of sponsoring a type of insurance that would take care of an insured's obligation as tenant under a lease in the event he died before the lease's expiration.

As outlined by Albert Hirst, counsel New York State Life Underwriters Association, a basic feature of the plan would be the development of a clause for inclusion in standard lease forms that would be satisfactory to the real estate people and to the life companies. It would provide for payment of proceeds to the landlord to the extent of his interest, as measured by remaining rental payments under the lease.

Would Be Optional

The proposed provision would be optional, the tenant not being obligated to carry insurance to cover remaining rentals unless he and the landlord agreed at the time of signing the lease that the clause should apply. However, its mere inclusion in standard forms would serve to call the desirability of such coverage to the attention of landlord and tenant.

The average person neglects to consider unpaid future rentals as an obligation when considering the liabilities his family would face in the event of his death. In figuring his insurance position he is likely to assume that his family could move to less pretentious quarters, without remembering that it might be anywhere up to a year and in some cases considerably longer, before the family could get out from under the lease unless the landlord were lenient.

It is not likely that policies sold to cover this need would be very large but they would serve as a door-opener and often lead to more substantial sales.

The *Unique Manual-Digest* is the only "all-in-one" reference book. Only \$5 from National Underwriter.

Metropolitan Tells of War Service

A well documented booklet, "A Field Force at War," issued by Metropolitan Life, is a summation of the war services rendered by the 27,000 men and women in its district offices throughout the United States and Canada. This booklet makes no mention of the contribution being made to the war effort by the home office personnel in New York or the personnel of the head offices in Ottawa, Can., and San Francisco. Although complete in every respect, the booklet is brief to the point of terseness, and consciously underplays such potentially dramatic facts as, for example, the 1,329 Metropolitan field men and women now serving as soldiers, sailors and marines, and as WACS, WAVES, SPARS and Women's Auxiliaries under the American and British flags, or the 474 doing part-time service in the State Guard, Canadian Reserve Army, and even in the Northwest Mounted Police.

Of the 1,289 Metropolitan field men on active duty, two already have given their lives. From the standpoint of service, 830 men are in the army, 265 in the navy, 32 are marines and 162 are in the air force. In rank, 536 are privates or seamen, 356 are non-commissioned officers and 360 are commissioned officers. A total of 40 Metropolitan women are WACS, WAVES, SPARS and Women's Auxiliaries.

Furthermore, as the booklet shows, an unusually large percentage of the field force has volunteered for those vital but unglamorous duties, symptomatic of modern war. For example, 14,351 Metropolitanites are participating in civilian defense activities. The field force has contributed 3,173 blood donors, and 2,046 are members of first aid units. There are 629 sitting on draft boards, ration boards and similar committees, of whom 25 are chairmen of their boards.

Members of the Metropolitan field personnel have carried out 40,422 assignments in war bond and war savings stamp campaigns and allied fund raising efforts. The field force has produced

Nazis Execute Business Man; Mutual Pays Claim

A death claim has been paid by Mutual Life of New York to a New York City beneficiary of an internationally famous business man who was lined up against a wall with 100 other hostages and shot by the Nazi Gestapo in a concentration camp near Paris.

An authority in his particular field, with headquarters in the U. S. and a branch office in Paris, he divided his time about equally between the two countries. He was in France when war was declared in 1939 and immediately enlisted in the French army as a private. With the French capitulation he was demobilized and returned to civilian life in unoccupied France. His wife and children were in the occupied region.

What happened next was reconstructed by Mutual Life from various sources. Apparently he had not been long demobilized when he learned that his office in Paris was being ransacked by the Nazis and his possessions shipped off to Berlin for "safekeeping."

Though demobilized French soldiers were strictly forbidden to enter occupied France, and though he was Jewish, he returned to Paris to protect and to visit his family. He was immediately jailed, a few days later was transferred to a concentration camp and was shortly executed. Mutual Life subsequently was furnished a death certificate from the Prefecture of the Department of the Seine.

236 chairmen for such campaigns. Through their endeavors in receiving premiums have come the bulk of the funds which have enabled Metropolitan, since the beginning of the war in 1939, to invest \$974,760,800 up to July 1 in war bonds of the United States and Canada.

YOU ARE *Free* TO KNOW

The Midland Mutual permits the beneficiary to repay policy loans so the original program may be carried out according to the insured's desires.

We solicit your inquiry

The Midland Mutual Life Insurance Co.

580 E. BROAD STREET

COLUMBUS, OHIO



LIVE FOR
TODAY
INSURE FOR
TOMORROW

EDITORIAL COMMENT

Three Cheers! (and a Minor Criticism)

The gigantic campaign of institutional advertising which the life companies opened this week to combat the inflation menace should produce a real sense of gratification in all branches of the business. Never before have the companies united on such a scale in a common venture. As the campaign unrolls itself, its smoothness and professional finish should not blind life insurance people to the magnitude and importance of the work that had to be done before this campaign could have any hope of going forward on so large and representative a scale.

Great life insurance companies are built up by men who have very definite ideas of their objectives and how to attain them. To get strong personalities like these to agree on a cooperative campaign of this size and on all the angles involved must have been a task calling for the highest ability on the part of those in charge. Only those on the inside know how much diplomacy and resourcefulness had to be exercised and how far the spirit of give and take had to be called upon in order that the campaign might become a reality.

Though participants in the campaign include a number of companies not members of the Institute of Life Insurance, which is handling the promotion job, there is no doubt that the current campaign owes much to the institute's work in acting as a spokesman of the business in recent years.

One significant aspect of the campaign deserves attention: Many life insurance men, despairing of seeing the entire business pull together on an institutional basis, have felt that such a move would be accomplished, if ever, only as the result of a serious threat to the business. It therefore adds much to the current campaign that the companies are under no threat of investigation or persecution and that their standing with the government is excellent, as evidenced by its appreciation of life insurance's war bond and anti-inflation

work. Therefore the campaign will lose none of its effectiveness from any possible feeling that it is being carried on as a smoke screen or a defensive measure.

Now to interrupt the hosannas briefly: Without wishing to dampen anyone's enthusiasm for the campaign, we believe that there is one criticism which can and should be made, although as compared with the entire undertaking it is a minor matter. This concerns the timing of the publicity announcing the campaign and the advertising program. The announcement was for release on Monday of this week. All the weekly insurance papers knew from numerous sources what was in the wind but because of the release date they had to omit any mention of it from last week's issues and let the daily papers beat them by several days on a life insurance story of the first importance. The announcement of the campaign, instead of being placed before insurance people through last week's insurance trade journals, had to wait until late this week and until then many agents were no better informed on the campaign than were their policyholders who only knew what they saw in the daily papers.

We recognize, of course, that this campaign is aimed primarily at the public and that in working out a schedule of promotion it is very difficult to include every desirable factor, yet we believe it was an error to time the announcement for a day which forced the insurance press to carry what to many will be somewhat stale news. Nevertheless, this feeling does not in the slightest degree detract from our appreciation of the job that is being done and of the efforts that made it possible. By attaining this degree of cooperation in promoting a common purpose, the life insurance industry has proved its ability to pull together in pioneering any task where large scale cooperation is in the interest of the public and hence in the interest of the business.

Leadership in Post-War Planning

The leadership that the United States Chamber of Commerce has assumed in the direction of industrial post war planning, including insurance, is most heartening. Many in the insurance business have been troubled by the apparent lack of any organized effort to apprehend the economy of the future and to find a star to steer by. Of course individual companies, individual

executives and individual managements have undoubtedly pondered these problems and may even have outlined some plans but a single unit within an industry will be governed to a large extent by what the industry as a whole is prepared to do or by the condition in which the entire industry finds itself and more than that, as President Eric A. Johnston of the U. S. Chamber per-

ceives, a single industry's course of action will be conditioned by the plans of industry as a whole.

Hence the U.S. Chamber is appointing committees representing the various industries that are embraced within its membership to get out their divining rods, sample the sentiment and prepare a program.

The insurance committee that has been appointed on post war study is a most admirable one. Its members are progressive and positive men. They can be counted upon to discard visionary schemes that are advanced in the name of post war planning and at the same time not to discard as visionary a proposal merely because it embodies a radical change. Members are John A. Diemand, president of the North American companies, who has been enunciating a program of insurance procedure that has stirred the business profoundly; Harold V. Smith, president of Home of New York, who is fearless and is a man of original action and politically astute; Frazar B. Wilde, president of Connecticut General Life, a progressive executive of a company that is a big factor in group insurance and employee retirement plans; John M. Thomas, president of National Union Fire, who has a broad and public spirited outlook and who doesn't always go by the book, and William D. Winter, president of Atlantic Mutual, one of the leaders and

thinkers in marine insurance, a man forward looking and progressive.

That is a committee of high potential and its formation should give the insurance business a great deal of satisfaction. It can be said that a real start has been made in the direction of post war planning.

Paul Hardesty, manager of the insurance department of the U. S. Chamber, has solicited insurance executives to convey to the committee any suggestions or recommendations that they might have. That, we are certain, is a real invitation. Here is an opportunity for the gathering together of the best thought of the insurance business for a program for the future.

Probably the first chore of the insurance committee will be to appraise the problems that are involved. That may indeed prove to be the most difficult part of the assignment and hence we believe the committee would welcome suggestions as to problems and questions that they should consider.

The mere fact that this leadership has been provided and this group constituted should induce insurance executives throughout the country to concentrate on the question of post war planning, to clarify their views and communicate their opinions to the chamber's committee. The insurance business should feel greatly heartened that this intelligent and progressive step has been taken.

PERSONAL SIDE OF THE BUSINESS

Edgar A. Levesque, who underwent a serious operation two weeks ago in Newark, has recovered sufficiently to go to his home in Elizabeth, N. J., where he will recuperate for three weeks. He is a former president of the Life Agency Cashiers Association of Newark, and is agency assistant to J. Bruce MacWhinney, Newark general agent of John Hancock Mutual Life.

Louis Rotenberg, Occidental Life of California, Montreal, who has qualified for the Million Dollar Round Table, achieved his production record in seven months.

He also qualified for membership in Occidental's Leading Producers Club (minimum requirement \$18,000 in premiums) in 10 months. Vice-president V. H. Jenkins of Occidental while visiting Canadian agencies, presented Mr. Rotenberg the gold watch given as emblematic of membership in the club.



Louis Rotenberg

Members of the Newark agency of Mutual Life of New York held a luncheon for W. Reginald Baker on his 71st birthday. Mr. Baker has been with Mutual Life for nearly 55 years. He has been with the Newark agency since 1912 and for many years was its leading producer.

Joy M. Luidens, executive secretary Chicago Association of Life Underwriters, before attending the Pittsburgh convention of the National Association of Life Underwriters will spend a week on vacation in New York, and following the convention will attend the annual convention of the American Trade Association Executives of which she is a member, in the Hotel Pennsylvania, New York City.

Colin MacKenzie, former agency secretary of Northwestern National Life, now serving in the coast guard, was married to Miss Gladys Vickerson of Los Angeles. They are residing at 3030 San Marina street in that city.

J. W. Fox, supervisor in the Jules Anzel agency of Continental American Life, New York, is recuperating from the recurrence of an old illness at 2460 Flamingo Drive, Miami Beach, Fla. Mr. Fox is expected back at his office some time in September.

Jack Kerns, district manager for Northwestern Mutual Life at Pittsburg, Kan., got considerable local publicity from the fact that he had obtained from Northwestern Mutual a "special juvenile



THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York.
EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor.
Editors: F. A. Post, C. D. Spencer. Associate Editors: D. R. Schilling, J. C. O'Connor.

PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704.
BUSINESS DEPT.: John F. Wohlgenuth, President. Howard J. Burrage, Vice-President and Secretary. John Z. Herschede, Treasurer.

BRANCH OFFICES

ATLANTA 3, GA.—560 Trust Company of Georgia Bldg., Tel. Walnut 5867. E. E. Hess, Resident Manager.

BOSTON 16, MASS.—944 Park Square Bldg., Telephone Hubbard 8696. R. E. Richman, Vice-President.

CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2140. L. H. Martin, Abner Thoms, Jr., and C. C. Crocker, Vice-Presidents. G. C. Roeding, Associate Manager.

DALLAS 1, TEXAS—526 Wilson Bldg., Tel. Riverside 3383. Fred B. Humphrey, Resident Manager.

DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

DETROIT 26, MICH.—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MINNEAPOLIS 2, MINN.—500 Northwestern Bank Bldg., Tel. Geneva 1200. R. W. Landstrom, Resident Manager.

NEW YORK 7, N. Y.—123 William St. Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgenuth, Assistant Editor; Dorothy B. Paul, Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Telephone Pennypacker 3706. E. H. Fredrikson, Resident Manager.

SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

Acacia Blood Donor Ceremonies



Impressive ceremonies surrounded the dedication of the District of Columbia Red Cross blood donor center in quarters in the Acacia Mutual Life building that have been donated by that company. The entire third floor is being used by the Red Cross. A number of high government and military officials took part in the program and the presentation of the quarters was made in a talk by President William Montgomery of Acacia Mutual.

The moving of the donor center has

resulted only in a drop of 50 pints under the 3,000 weekly quota of blood donations during the "dog days" this month. Chairman Loretta Bickford says this is only a normal letdown during a period of 90 to 100 degree heat, and over. Removal of the blood donor center has not been learned of by many donors, it is said, and the quota is expected to be filled.

The quarters are quiet, comfortable, restful. They are air-cooled and music and refreshments are provided.

agent's soliciting contract" for John Gary Keras, who was born July 8. The contract designates the child as soliciting agent in the "County of Anywhere in the State of Happiness."

Paul F. Jones, director of insurance of Illinois, was one of the party accompanying Governor Dwight H. Green of that state on his vacation to the Pacific Coast.

Herbert K. Lindsley, agency director of Farmers & Bankers Life, and Mrs. Lindsley are the parents of a daughter, Barbara Kitchel.

Bradford H. Walker, president of Life of Virginia, has been appointed chairman of the Richmond army emergency relief fund committee by Governor Darden.

DEATHS

L. T. Terrell, 56, district manager at Norfolk, Va., of Jefferson Standard Life, died at the home of his father-in-law in Altavista, Va., where he was visiting.

Edward T. Rule, 70, a dividend inspector of Metropolitan Life for 35 years, died in Louisville following an abdominal operation. He resided at

Paris, Ky., before moving to Louisville 17 years ago.

Archie W. Campbell, 79, vice-president of United Mutual Fire of Boston, who died the other day, was the father of Donald W. Campbell, who is treasurer of State Mutual Life.

Mrs. Veva B. Sondheim, publisher of "Northwest Insurance News" of Portland, Ore., died there. She was the widow of Louis Sondheim, founder of the publication, who died in 1939. Since that time Mrs. Sondheim had served with Roy R. Terry as managing editor. Terry now is an ensign in the navy and Edward A. MacLean is acting editor. No announcement has been made as to future ownership of the paper.

Frederick W. Woodcock, 75, for more than 40 years with New England Mutual Life as agent and broker, and a former baseball player and coach of national reputation, died in Ashburnham, Mass. He graduated from Brown University in 1891. He played on the Philadelphia Athletics for a time and later was a baseball coach at Brown University and Dartmouth College. He had been a trustee of Cushing Academy for 40 years.

Our chief peeve today is in connection with the man who in his conversation in

New Ill. Company Is Formed to Insure Borrowers

A new company, known as Great Lakes, domiciled in Elgin, Ill., has been organized to insure the lives of borrowers from financial institutions. Great Lakes was incorporated in June and began writing business Aug. 5. Capitalization consists of \$100,000 capital stock and \$50,000 paid in surplus. For the present, operations will be confined to Illinois. Four policies are now issued, all on the non-participating plan: a yearly renewable term; creditor's decreasing term; reducing term; and creditor's group policy.

H. Wheeler Brittain is president; Judge Harry C. Daniels, vice-president; Donald C. Bauder, executive vice-president; William L. Graening, treasurer; Albert J. Wilkening, secretary; Vernon R. McDonald, auditor; Dr. John C. Schmidtke, medical adviser.

Directors are Col. Edward J. Baker, Melvin T. Bethke, Cecil H. Bingham, Mr. Brittain, Donald B. Buchanan, Roy E. Campbell, Judge Daniels, Frederick E. Doss, Lieut. Joseph F. Estes, Mr. Graening, Edmund H. Haeger, Ralph W. Helm, Harry D. Jacobs, John W. Kenyon, Judge Win G. Knoch, P. S. Nichol, Fred T. Norris, Dr. John C. Schmidtke, William A. Schneff, Ralph H. Shoelhorn and Robert W. Tyson.

order to emphasize what he says **jabs you in the ribs**. This he does to call your attention to some point he is making, but it is extremely annoying especially to one who may have some muscular soreness.

Examination Made of Mutual Trust Is Favorable

Report of the examination of Mutual Trust Life of Chicago made by the Illinois and New Hampshire departments as of Dec. 31, 1942, is released. The Illinois department charged expenses for 68 days at \$25 a day, the total being \$1,700. The New Hampshire department charged \$8 a day for 103 days, \$824, and railroad fare \$79.45, the total cost being \$2603.45. The assets were found to be \$57,547,068, contingent reserves \$1,600,000, surplus \$2,792,664.

Insurance Increases About 20%

Examiners say that the insurance operations in each of the four years under review have continued profitable and the earnings thus realized have permitted the continuation of the policy dividend schedule adopted by the management as the means of equitable surplus distribution to policyholders. The volume of insurance is increased \$34,138,328 or approximately 19.91%. Mortality experience has been very favorable and expenses of administration are low. The adjustment and settlement of policy liabilities appear to have been effected in a prompt and equitable manner the report says.

The premium income last year was \$6,534,670, interest income \$2,277,242 and total income \$9,947,592. It paid policyholders \$1,575,469 and total disbursements were \$6,172,927. New business last year was \$20,386,631 and business in force \$205,617,511. Terminations amounted to \$9,590,172. Its policies reinsured amounted to \$5,342,961. Its mortality ratio was 29.89%, gain in

CONGRATULATIONS ON GETTING A ZERO

INDIANAPOLIS LIFE associates firmly believe that—

"The business that stays is the business that pays."

They believe, as the Company does, in "QUALITY, SERVICE and SAFETY." The Company's lapse ratio (according to A. M. Best and Company) is only 3.9%.

The first and second policy years are the most critical, of course.

THE FOLLOWING INDIANAPOLIS LIFE MEN SHOW A ZERO LAPSE RATIO AS OF JUNE 30, 1943 ON THE TOTAL BUSINESS THEY PAID FOR IN 1942.

H. B. VEAZEY, TEXAS
GEORGE E. WOODS, TEXAS
J. T. McCLELLAND, TEXAS
M. R. REESER, ILLINOIS
R. E. ROEDER, OHIO
P. L. EVISTON, INDIANA
C. F. THURSTON, INDIANA
BROSNAH & MCGOWAN, INDIANA
G. W. BODENHORN, OHIO
ELMER R. TAYLOR, INDIANA
J. W. WISE, INDIANA

CONGRATULATIONS to each one in this group for MAKING A ZERO, and to hosts of others whose records were also outstanding.

INDIANAPOLIS LIFE INSURANCE COMPANY

INDIANAPOLIS, INDIANA

A Quality, Legal Reserve Mutual Company
With over \$130,000,000 of Insurance in Force

Edward B. Raub
President

A. H. Kahler
2nd Vice-President
Supt. of Agencies

Agency opportunities in Indiana, Illinois, Ohio, Michigan, Minnesota, Iowa and Texas

interest \$330,482. Its mean return on ledger assets was 3.78.

Examination Report on Great States Life

The Illinois department has issued its report on the examination of Great States Life of Bloomington, Ill., as of Dec. 31, 1942. It writes life insurance on the stipulated premium plan. Its assets are \$497,463, policy reserves \$423,893 and surplus \$39,047. Examiners found the cash position is adequately maintained. Investment portfolio is well diversified and satisfactory interest earnings are received, the report says. Mortality experience has been very favorable. The company has been economically managed and administrative costs are moderate. Acquisition expenses which have in past years exceeded statutory limitations have been materially reduced. The claims are settled promptly and in full accordance with the terms of the contract. The premiums last year amounted to \$99,630, total income \$123,432. It paid policyholders \$19,377 and total disbursements are \$66,875.

COMPANY MEN

DeWitt Secretary of All Travelers Claim Departments

HARTFORD—J. Doyle DeWitt has been appointed secretary of all claim departments of the Travelers companies. He succeeds Howard E. Critchfield, who was appointed to the position a decade ago and retained it temporarily after his appointment as vice-president in charge of the accident and group departments following the death of the late Bertrand A. Page. Mr. Critchfield will from now



J. DOYLE DEWITT

on give his entire time to the administration of the accident and group business.

Lester A. Klein is appointed assistant secretary of Travelers Indemnity to succeed Frank P. Hayden, who retired Aug. 1 after 37 years with Travelers.

Mr. DeWitt's Career

Mr. DeWitt was born in Sully, Ia., and is a graduate of Drake University. He served in the navy during the last war and joined Travelers as an investigator in the claim department at Des Moines in 1925. He was transferred to the life, accident and group claim department at the home office in 1927. He was appointed an examiner in 1929 and assistant manager of that department in 1933. In 1937 he went to New York

as supervising adjuster in charge of all life, accident and group claims in the metropolitan area, returning to the home office as assistant manager of the department in 1939. In his new work he will be secretary of the casualty and fire claim departments as well as the life, accident and group.

Mr. DeWitt has been active in organizations of insurance claim men, serving the Eastern Life Claim Conference as president in 1939-40, and is now chairman of the executive committee of the International Claim Association.

Watson Assistant Actuary of Provident L. & A.

William T. Watson, for 24 years in actuarial work with various life com-



WILLIAM T. WATSON

panies, has been appointed assistant actuary of Provident Life & Accident.

A native of Ontario, where he received his formal education, Mr. Watson entered the actuarial department of Manufacturers Life in 1919. Later he joined the actuarial department of Monarch Life, Winnipeg. For the past seven years he has been with Northwestern National, recently as manager and actuary of the group division. He is an associate of the Actuarial Society of America.

Have you a puzzling unusual case? See "Who Writes What?" \$2.50 from National Underwriter.

VIEWED FROM NEW YORK

By R. B. MITCHELL

HIT SECOND LINE OF DEFENSE

Insurance offices will be harder hit than ever when the forthcoming draft of fathers for service begins. The boys that have left for service have been replaced more or less by older men, by women or by doubling up of work. That was the line of first defense. Now the line of second defense will be hit hard and it will mean more to offices to have the fathers up to age 38 taken. They constitute men of experience. It will have a disintegrating effect and it will be very difficult indeed to replace them. Office executives fear this move more than any other.

Like all others they deprecate the uncertainty of the announcements or published articles that appear emanating from Washington leaving the public in a more or less doubtful or confused state of mind. For instance, General Hershey, head of the selective service department, announced definitely that the draft would start in October. Then Paul V. McNutt, head of the manpower division, modified this and attempted to put on the brakes. Then members of Congress have stated that they will introduce bills to stay this draft.

Altogether it keeps the pot boiling and not only the men themselves are affected but their employers. The sentiment around insurance offices is very strong in favor of having no statements of what is going to be done until it has been definitely decided and then let it be done in an orderly way instead of having different federal officials cross each other's paths and give out different information.

STERN BROS. GROUP CASE

Equitable Society has covered Stern Bros., one of the leading New York City department stores, with group insurance for 1,100 employees. The protection comprises group life, accident and sickness and accidental death and dismemberment. The premium is paid entirely by the employer.

FIGHT HOUSING DEVELOPMENT

Elliot D. Pratt, who has been active in social reforms in New York, has announced the filing of a suit in New York supreme court to restrain the city and Metropolitan Life from pursuing their plans for a housing development to be known as Stuyvesant Town on the east side of Manhattan. He stated that he was taking legal action as a taxpayer because he objected among other things the fact that Negroes will

not be admitted to Stuyvesant town. The suit was prepared by a number of lawyers including Henry Epstein, former solicitor general of New York state, and Edward Weinfeld, former commissioner of the state division of housing. The suit challenges constitutionality of a contract whereunder the city gives Metropolitan the right of eminent domain and a 25 year tax exemption.

Just a few days previously property owners on the proposed site for Stuyvesant Town filed a suit with the New York court of appeals after the appellate division had refused to restrain the city and Metropolitan Life. Those complainants question the right of the city to use its condemnation powers for private purposes and the action challenges the granting of tax exemption in a private contract.

BIG POLICY FOR EMPLOYEES

One of the large distilling companies is putting the finishing touches on a plan of life insurance for its employees

5-Star Plan for BUILDING SUCCESSFUL AGENCIES

Liberal First Year and Renewal Commissions
Organization Allowance
Office Allowance
Agency Development Funds
Persistence Bonuses
If you are interested in building financial security as one of our general agents, write Harry S. McConachie Vice President and Supt. of Agents

American Mutual Life Insurance Company
FOUNDED IN 1897
Des Moines, Iowa

TODAY'S MARKET

offers life underwriters their greatest opportunity.

Atlantic's newly developed Heavy Duty, Accumulator and Home Defense policies are geared to conditions of this market.

We are endeavoring with our field forces to move with the times.

★ ★ ★
ATLANTIC LIFE INSURANCE COMPANY



RICHMOND • VIRGINIA

which will, in effect, provide ordinary insurance on a group basis. It is understood that the total amount of coverage will exceed \$12 million. The corporation will contribute all but 30% of the cost, which represents the employees' contribution.

RECEIVES VALUABLE DATA

Assemblyman Russell Wright, chairman of the assembly insurance committee of the New York legislature, has presented to the Insurance Society of New York his personal copies of the minutes of the hearings of the joint legislative committee on insurance law revision covering the period from September, 1937, through 1941 when the insurance law was completely revised. Mr. Wright headed the committee from 1940 on.

These copies are the only ones available to the public outside of the documents in the state library at Albany. In case of dispute or legal action the material would be extremely valuable because the question of legislative intent is often the main issue and with the minutes of the meetings and hearings at hand it will be possible to have a clearer idea of the intent of the law.

MOLONEY SUCCEEDS RICHTER

Thomas Moloney of the downtown life and group department of Aetna Life in New York City has been appointed assistant manager of the group department of the K. A. Luther general agency of that company in the city, succeeding J. G. Richter, who has held the position for two years. Mr. Richter has been commissioned a lieutenant (j.g.) in the navy and is receiving a special training course at Princeton. Mr. Moloney joined Aetna Life in 1923 and has served as assistant manager at Detroit and Indianapolis. He has been with the home office group department since 1926.

CHICAGO

WANT TO BUY COMPANIES

During the last year or so there have been indications of people endeavoring to buy insurance companies, life, fire or casualty. The supposition is that they are representing people who have considerable money and see this as an outlet for investment. They study the figures of substantial companies and reach the conclusion that the insurance business from a company standpoint is lucrative. As a matter of fact, it would be very difficult to pick up a company of any kind that could be whipped into shape in a comparatively short time now. As a rule companies are sold when the directors feel that they are playing a losing game. Successful companies buy those that are playing in hard luck and soon rehabilitate them. However, when independent capital purchases a company a different story is told. The people seeking to buy insurance companies are usually insurance agents or investment bankers. As a matter of fact, now is the toughest time to buy a company.

NEW CHICAGO DIRECTORY

THE NATIONAL UNDERWRITER has published the 30th edition of the "Underwriters Handbook of Chicago and Cook County," including a complete list of licensed brokers. It is the only insurance directory published for Chicago. In fact it is a reference book for Chicago and Cook county insurance-wise covering the insurance companies, agencies, organizations, etc. It is a very handy reference book to keep on one's desk. The price of the book is \$5.

GLOBE LIFE'S ACTIVITY

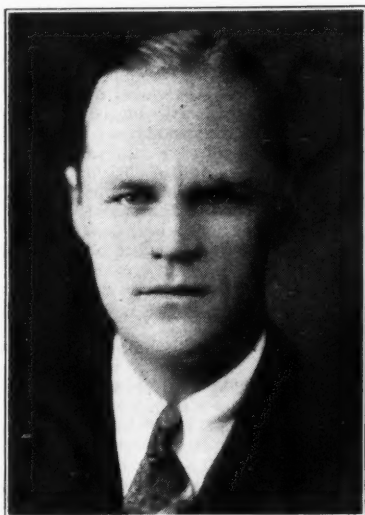
Gerald L. Wartell, manager of the Globe Life's Chicago office in 1 LaSalle Street building, who took charge recently, is building a sales organization as well as making brokerage connections. He specializes on the "Globe Life as-

LIFE AGENCY CHANGES

Harrison in Ark. for Union Central

William R. Harrison has been appointed manager of the Union Central agency at Little Rock, Ark. Joe W. Cooper, formerly manager at Little Rock, will continue with the agency as associate manager.

Mr. Harrison will be inducted as manager in Little Rock early in September



W. R. HARRISON

with Assistant Superintendent of Agencies H. J. Schaffer officiating.

Mr. Harrison was born at Lewisville, Ark., and went to high school at Fordyce. He attended Hendrix College, Conway, Ark., for two years. His schooling interrupted by the former war, he spent a year in the army and then returned to finish his education at the University of Arkansas. While at the university, he played on the varsity football team.

After college he traveled for a rubber company, and then entered life insurance in 1922. After having gained a reputation as a capable personal producer and agency organizer in various southern cities, he was appointed manager of the Union Central's agency at

sured annuity" contract but he is handling all policies that the company writes. He was formerly connected with the Fidelity Investment Association of Wheeling, W. Va., and has attracted some of its old salesmen to his office.

Houston in 1933. He is the fifth of five brothers who have been affiliated with the Union Central.

Mr. Cooper was born at Malvern, Ark., and obtained his early education in that city. He attended the University of Arkansas, where he was a prominent member of the university baseball team. During the first world war he was a second lieutenant attached to the 19th Balloon Company and saw action in France.

After the war he became sales manager of a wholesale produce house in Little Rock. He left that position to enter life insurance.

In 1930 he joined the Union Central's Little Rock agency, where he was successively an agent, supervisor and assistant manager. He was appointed manager of the Lincoln, Neb., agency in 1935 and held that post until he left to return to Little Rock two years ago.

Webb with Lincoln National in Dallas

Hal D. Webb has been appointed general agent in Dallas by Lincoln National Life. He will maintain an office in 408 Guardian building.

Mr. Webb began in life insurance 14 years ago with Equitable Society in Phoenix, Ariz., as a special agent, then was field assistant and agency group supervisor before being promoted to district agent at Phoenix in 1935. When his company reentered Texas in 1937, Mr. Webb went to El Paso as district agent. In 1941 he moved to Fort Worth.

His personal production has consistently grown, he has established a fine managerial record and is a specialist in estate planning and programming.

Mr. Webb attended Denver University. He has been active in civic organizations in Fort Worth and was secretary of the Life Managers & General Agents Association there.

Dickinson to Corpus Christi: Evans Agency Secretary

Andy Dickinson has been made agency manager in south Texas for Southland Life, with offices in the Nixon building, Corpus Christi. He was formerly agency secretary in the home office and has had considerable experience in supervisory work in the field.

John L. Evans was appointed agency secretary to succeed Mr. Dickinson. He has been in the life insurance business in Dallas for a number of years.

Wallace Succeeds Perkins

Pacific Mutual Life has appointed Paul A. Wallace general agent in Se-

RAINBOW'S END

Charlie Bailey of Osage, Iowa, is the hero of this chapter of our series entitled "Rainbow's End." He has been with the Bankers Life company for the past seventeen years.

Charlie hasn't seen so very many changes in his home town. It's a nice, quiet county-seat town, 3,000 population; lots of fine people, a good trading center but hardly the place one would pick for the site of one of those true chapters of real Americana which thrill the heart to hear; even though the famous novelist Hamlin Garland did spend his boyhood years there and made it the scene of his "Boy's Life on a Prairie" 35 years ago.

One bleak October day in 1936 Charlie called on a prospect, a farmer 35 years old, and sold him a \$3,000 Family Protection Bankers Life policy. Because of a health impairment the policy was issued at the "C" rate, calling for an annual premium of \$152.04. Four years later the rate was reduced to the standard basis, calling for an annual premium of \$100.71. Charlie was looking after the matter carefully; taking an interest in the insured and his growing family.

On July 28, 1943, the insured died, leaving a widow and seven children. The widow, the beneficiary of the policy, received a clean-up fund of \$303.50. Each month for the next 158 consecutive months she will receive a check from the Bankers Life Company for \$30.35; a total of \$4,795.30. In October 1956, when her youngest child will be 16, she will receive a final payment of \$3,060.25; making a total paid by the Bankers Life Company of \$8,159.05 upon a policy for which premiums had been paid totaling \$849.45; a profit over investment of \$7,309.60, or 861 per cent.

Charlie Bailey was personally acquainted with the insured. He knows the widow and all the children. He can hold his head high because of the service he has rendered to this stricken family.

For thirteen years and two months, through Summer and Winter, Spring and Fall, a mother and her flock of seven fatherless children will be encouraged to face life unafraid, because a life underwriter, Charley Bailey, had the courage on a bleak October day, back in 1936, to expose a problem, offer a solution, and secure action on the part of one who no longer abides within the so-called family circle.

Life insurance in action! What greater satisfaction could a man desire than to have a part in the creation of estates for his fellow men?

BANKERS Life
the Double Duty Dollar Company
DES MOINES



The Home of Complete Protection

B.M.A.
BUSINESS MEN'S ASSURANCE COMPANY
KANSAS CITY, MISSOURI

W. T. GRANT
President
J. C. HIGDON
Vice-President in Charge of Sales

LIFE • ACCIDENT • HEALTH
ANNUITIES • HOSPITALIZATION • GROUP • ALL RISKS

attle, succeeding Lloyd A. Perkins, who has resigned as general agent, but will continue to represent Pacific Mutual on a brokerage basis. Mr. Wallace has been in life insurance for 20 years.

Alliance Life Appoints Schrempp at Topeka, Kan.

Alliance Life has appointed Albert A. Schrempp as general agent in Topeka, Kan. Mr. Schrempp has been in life insurance for about 25 years, having resided in Beloit, Kan., and Topeka most of that period.

In addition to supervision of the writing of new insurance in the eastern Kansas territory, Mr. Schrempp will be in charge of conservation work in connection with Alliance Life business previously written through the Topeka office.

Equitable Holds Conference

The Rock Hill-Charlotte, Raleigh-Roanoke and Georgia agencies of Equitable Society held a three-day educational conference in Asheville, with about 100 in attendance.

Agents in attendance qualified for the meeting by their production during the preceding months. Alvin B. Dalager, vice-president, and Jesse A. Steele, divisional group manager, represented the home office.

Agency Managers E. R. Jeter, H. C. Johnson and John Pasco presided. The theme of the conference was "Sales Promotion and Developing Today's Market."

Partnership in Battle Creek

Charles S. Jones and John A. Bromley have formed a partnership to become general agents of Massachusetts Mutual Life in Battle Creek, Mich. Mr. Jones opened the Battle Creek office of the company in 1917. It serves 13 counties in southern Michigan, including Lansing, Kalamazoo and Jackson.

Mr. Bromley has had eight years' experience with Connecticut Mutual Life and before that was with Northwestern National Life.

Western Life Appointments

W. J. McMahon has been appointed general agent of the Western Life of Montana at Seattle. He was formerly editor "Daily Enterprise" of Livingston, Mont. More recently he has resided at Seattle as western manager of the Addison Miller Co. contractors for the Northern Pacific and Great Northern railroads.

J. P. Kemp has been appointed general agent at San Francisco. He has been in life insurance work for a number of years.

U. S. Service Cover Now Totals \$85 Billion

WASHINGTON—As of Aug. 15, it is estimated, 12,000,000 applications had been received for National Service Life Insurance, involving a total of approximately \$85 billion.

Applications include duplication by many service men for more than one policy, for benefit, perhaps, of their mothers, wives, children.

COAST

Hays & Bradstreet Agency Observes 11th Anniversary

LOS ANGELES—The Hays & Bradstreet agency of New England Mutual Life celebrated its 11th anniversary with a luncheon. About 60 members of the agency and guests were in attendance. The agency started from scratch in 1932 and was the leading agency of the company for the first seven months of this year.

Rollo R. Hays, Sr., senior member of the firm, presented ten-year plaques to W. P. Lohman, district manager in Hollywood; M. B. Youel of the Orange county office and Edward Oelsner of Hollywood. Mr. Lohman, Mr. Youel and David S. Kamp, Orange county supervisor, were presented war bonds for their record in June and July. Mr. Kamp also was voted the "most valuable associate" in the agency for the past year, and was presented a plaque by General Agent R. H. Bradstreet. Career underwriting certificates were presented to E. W. Brown and H. W. Day.

Frank Richardson won the golf tournament that preceded the luncheon, with Edward Choate as runner up. Mr. Choate, member of the Million Dollar Round Table and one of the senior associates of the agency, presided at the luncheon.

Los Angeles Agencies Take High Rank in Companies

LOS ANGELES—Many Los Angeles general agencies are leading their companies or are close to the top for the first six or seven months of the year, on a paid for basis.

The Hays & Bradstreet agency of New England Mutual Life stands No. 1 for the seven months.

W. T. Shepard's agency of Lincoln National Life ranked No. 1 for July and also for the first seven months.

The G. A. Satten agency of Mutual Life was No. 1 both in June and July.

Russell L. Hoghe, general agent of Equitable Life of Iowa, has his agency in No. 2 place for the seven months.

W. G. Gastil of Connecticut General Life took second place for July and ranks No. 4 for the year to date. The agency has paid for more business than in all of 1942.

Manager Ray Finger of Sun Life of Canada, holds fourth place for the year to date.

Insurance Salesmen Non-Essential

SEATTLE—Walter J. DeLong, state selective service director, who has announced that pre-Pearl Harbor fathers would be given 15 days to take war production jobs or face reclassification, in citing examples of non-essential work referred to "insurance salesmen" among others.

Littig on Coast Tour

Adam E. Littig, supervisor of agencies of National Life of Vermont, with headquarters at Davenport, Ia., is on a tour of Pacific Coast agencies to install

the company's new pension plan for agents, recently announced and to explain its facilities for handling pension trust and substandard business from brokers. The company has recently opened both these lines to brokers.

The W. G. Gastil agency of Connecticut General Life in Los Angeles held its two-day summer outing at Arrowhead Springs. In a two months campaign 22 members of the agency qualified.

POLICIES

Lamar Life Non-Medical Rules Are Broadened

Lamar Life has extended the limits of non-medical that will be issued on a single life within one year. On male lives ages 5 through 14 the new limit is \$3,000, 15 through 40, \$5,000, 41 through 45, \$3,098 and for female unmarried ages 5 through 45, the limit is \$3,098 and married \$2,000. On both male and female ages 0 through 4 and above 45 all business is medically examined. In Louisiana the maximum amount for non-medical in all cases is \$3,098 due to statutory provisions.

The maximum amount of non-medical that will be issued on a single life remains at \$6,000. In Louisiana the total amount must be retained at \$3,098.

As in the past 5, 10, 15 and 20 year term plans may be written only on the medical basis and both ordinary life and 20-payment life preferred risk plans may not be written without medical examination in the future. The Anticipator plan will be considered on the non-medical basis.

Offers 20-Year Endowment Paid Up in Five Years

Franklin Life has brought out a 20-year endowment to be paid up in five years known as the "Special Five-Year Savings Plan."

This plan was designed for those whose large current incomes qualify them as ideal prospects for non-inflationary life insurance and for those who hesitate to bind themselves to a long program.

New policy jackets, with special stickers attached setting forth the amount of the annual, semi-annual, quarterly, or monthly premiums, and promotional material have been prepared.

ASSOCIATIONS

Chicago Regionals to Be Held Oct. 26-28

Regional meetings of the Chicago Association of Life Underwriters will be held in three Chicago hotels Oct. 26-28. These educational gatherings, which were started several years ago, in the past have been held two weeks apart but this year will be conducted over three days consecutively. The first meeting will be Oct. 26 in the Southmoor Hotel, the second at the Graemere Hotel Oct. 27 and the third in the Edgewater Beach Hotel Oct. 28.

Francis P. Clish, manager of John Hancock, and P. J. McNamara, manager of Metropolitan Life, are co-chairmen. Louis Behr, president Chicago association, will preside at all three meetings.

P. B. Hobbs, agency manager Equitable Society and trustee National association, is the only speaker from Chicago scheduled on the program. All the others so far secured are from out of town. The sessions will be held from 2:30 to 4:30 p. m.

A large delegation of some 24 Chicago agency heads and agents have prepared to attend the Pittsburgh convention of the National association. These include

President Behr, Equitable Society; J. H. Brennan, Fidelity Mutual, immediate past president; W. M. Houze, John Hancock; C. B. Stumes, Penn Mutual; A. E. McKeough, Occidental Life of California; Harry T. Wright, Equitable Society, and Byron C. Howes, Berkshire Life, past presidents, and Joy M. Luidens, executive secretary Chicago association. Mr. Wright is the past-president of the National association.

C. R. Garrett Chairman of Congress in Peoria

C. R. Garrett, general agent of Northwestern Mutual Life in Peoria, Ill., has been named general chairman of the sales congress to be held there at the Pere Marquette hotel Nov. 6. O. H. Naffziger, president Peoria association, will coordinate activities. The congress will be in conjunction with the mid-year meeting of the Illinois association. Committee chairmen were announced by President Naffziger. They are: R. L. Mills, Massachusetts Mutual, publicity and education; E. R. Small, Lincoln National, membership and attendance; H. F. Hartunf, Metropolitan, program; F. A. Schnell, Penn Mutual, by-laws and legislation; Dr. J. H. Pearce, Connecticut Mutual, business standards and conservation; S. A. Batorson, Prudential, finance; J. H. Reno, Equitable Society, war bonds.

C. J. Zimmerman Addresses Hawaiian Association

Lieut. Com. C. J. Zimmerman, past president National Association of Life Underwriters and Chicago general agent of Connecticut Mutual Life, on leave of absence for duration, addressed the Association of Life Underwriters of Hawaii in Honolulu on the proposed "cradle to the grave" security plan.

J. F. Haglund, Jr., newly-elected president, presided. The other new officers are: Vice-president, A. C. Marts; secre-

NAME OR NUMBER?

Here an agent is a real flesh and blood personality to everyone in the Home Office from the office boys to the President AND—we are not so big that anyone on the assembly line forgets that an agent can only make his money on delivered policies. That's why the app gets right-of-way until the policy is in the mail bag.

CENTRAL LIFE Insurance Company

of Illinois

211 W. Wacker Drive, Chicago

ALFRED MACARTHUR, President

The Columbian National Life Insurance Co. Boston, Massachusetts

LOW COST LIFE . . .

An unusual Ordinary Life Plan issued only by the Columbian National.

A good policy for its owner—guaranteed 20 year net cost per \$1,000, age 35—\$3.17. A good policy for the Fieldman—Unusual Options—high Values—liberal Privileges.

A NEW ENGLAND INSTITUTION

tary, N. C. Debenham; treasurer, H. J. Niemann.

Lieut. Com. Zimmerman, who is fleet bond coordinator in the Pacific area in the war bond sales campaign, declared there is a price tag on securities and the price must be paid by every man, woman and child. There can be no individual security without national security, he said. There is a question which must be decided by the American people, whether the government also shall provide individual security. The people, he said, must understand the government is not possessed of magical powers which permits it to materialize money out of thin air with which to finance Utopian schemes. The government has no income except that which is secured from its citizens primarily in the form of taxes, and therefore it is misleading to say that the government will pay any difference between what the individual provides and what he receives in security benefits. It would be more truthful to say that the taxpayer will pay the difference, Lieut. Com. Zimmerman concluded.

Racine - Kenosha, Wis.—Alex S. Dorman, vice-president General Insurance Agency, Racine, representing Equitable Society, has been elected president, succeeding Sol M. Loeb, Racine. George Stange, New York Life, Kenosha, was named vice-president; Herman J. Gauschel North American Life, Racine, secretary, and Elmer Mogenson was re-elected treasurer.

The installation was conducted by E. L. Carson, Milwaukee, manager of Equitable Society. Officers of the Wisconsin and Milwaukee associations and the Wisconsin Quarter Million Round Table, of which President Dorman is a member, were guests.

Lincoln, Neb.—Forty-eight members have been designated special treasury representatives and each has been assigned to one Lincoln firm employing more than 100 persons, to promote increased payroll deductions in purchase of war securities. W. A. Fraser has been named general chairman.

Northern New Jersey—Directors will hold a luncheon meeting Aug. 23 to consider plans for the coming season.

Wichita—The annual golf tournament and picnic was held last week. Don Mitchell, New York Life, vice-president, was in charge.

Indict Two in Texas on Insurance Stock Sales

George Howell and Charles A. Freed of Houston have been indicted by the federal grand jury, charging fraud in the sale of securities, using the mail to defraud and conspiracy, in connection with the sale of stock in Texas National Life. The true bill alleges that Howell and Freed represented Texas National Life as being prosperous and sound, when in truth they knew it was not prosperous, and that Texas National was represented as having ample reserves when it did not. It also states that investors were induced to buy \$10 par value stock in Texas National Life for prices ranging from \$15 to \$20, were promised dividends would soon be paid and that the stock would soon sell for \$25 a share. It is also alleged that Howell and Freed offered stock in Texas National Life, but instead delivered stock in Texas National Life Underwriters.

Waves Buy Service Cover

Last month 99.4% of the Waves at the National Reserve Midshipmen's School, Northampton, Mass., purchased National Service Life Insurance with an average policy of \$6,626 and a total paid business for the month of \$4,296,500. This average has been rather closely maintained since the insurance department was organized last December.

Heads Public Relations Group

Miss Mildred Stone, agency secretary of Mutual Benefit Life, has been appointed chairman of the public relations committee of the League of Life Insurance Women.

LEGAL RESERVE FRATERALS

Medical Section's Program Complete

Two noted medical authorities will address the annual meeting of the medical directors section of the National Fraternal Congress which will be held in the Cleveland hotel, Cleveland, Sept. 28 during the annual meeting there of the N.F.C. The complete program for the medical directors was announced this week by Dr. James G. McGrath, medical director Catholic Order of Foresters, secretary-treasurer of the section.

Dr. H. S. Van Ostrand, of the section on cardio-respiratory diseases of Cleveland clinic will deliver a paper on "Heart Pathology, Its Causes and Effect on Longevity as Seen in Clinic Practice" in the morning session, and Dr. Ernst P. Boas, clinical professor of medicine at Columbia University, New York city, will speak on "The General Management and Prognosis in the Patient Past Fifty." General discussions by members will follow the talks.

Society President to Talk

In the afternoon, Herman L. Ekern, president of Lutheran Brotherhood, Minneapolis, senior partner of Ekern & Meyers, Chicago law firm and former insurance commissioner of Wisconsin, will discuss "What the Medical Examiner Means to the Society." Thomas E. Johnston, medical director of Security Benefit, Topeka, will follow with a discussion of various medical forms and blanks used by insurance societies and suggestions as to possible standardization. General discussion, business meeting and election of officers will follow.

John R. Petersen, Lutheran Brotherhood, is president; Thomas E. Johnston, first vice-president; C. M. Frye, Fidelity Life, Fulton, Ill., second vice-president.

Rugland Actuary of Aid Association for Lutherans

Walter L. Rugland, in the actuarial division of Metropolitan Life since 1932, has resigned to become actuary of Aid Association for Lutherans, Appleton, Wis.

He received a B.A. degree from Luther College, Decorah, Ia., in 1929, majoring in mathematics. Following two years of teaching high school at



WALTER L. RUGLAND

Grove City, Minn., he attended the graduate school at the University of Iowa, and in 1932 received a master of science degree in applied mathematics.

He is a member of the Actuarial Society of America and of the American Institute of Actuaries. Mr. Rugland

succeeds J. D. Reeder, now actuary of the insurance department of Illinois.

Chicago Society Leaders Sponsor Junior Olympics

The first junior Olympics meet for dependent children ever to be held in Chicago was sponsored by a group of civic leaders, including several fraternal societies' executives. Alex Trostrud, public relations director of Royal League, originated the idea for the meet and was arrangements chairman. He has had 25 year's experience in directing recreational activities in Illinois and California.

Among the sponsors were T. R. Heaney, high secretary Catholic Order of Foresters and past president National Fraternal Congress; Fred A. Johnson, supreme archon, and C. J. DelVecchio, secretary of Royal League. Participating in the athletic meet were 139 boys and girls, ages 8 to 18, from Protestant, Catholic and Jewish institutions.

"Man Your Guns" Drive Initiated by C. O. F.

Catholic Order of Foresters, Chicago, has initiated a "Man Your Guns" membership campaign September-December honoring Thomas R. Heaney, high secretary, and past-president of National Fraternal Congress. The campaign is in appreciation of the striking results in the "Back to the Membership" campaign held in the first five months this year which Mr. Heaney originated and in which the membership was increased by more than 6,600, and in recognition of the society's 60th anniversary. Albert A. Horstman, vice high chief ranger, is chairman of the campaign committee.

Awards are offered members for production achievements. In addition to the usual cash bonuses there are some 30 other awards aggregating \$1,750 in war bonds.

Two New N. F. C. Members

Ancient Order of United Workmen, Newton, Kan., and North American Union, Chicago, have been elected members of the National Fraternal Congress.

N. C. Congress Elects

T. E. Newton, Woodmen of the World, Omaha, was reelected president of the North Carolina Fraternal Congress at the annual meeting held in Greensboro. Other officers were returned to their posts, including: Vice-presidents, Blanche Eakin, Woodmen Circle, and H. E. Ricks, Maccabees; secretary-treasurer, J. A. Doubles, Greensboro, Modern Woodmen. Annual meetings hereafter will be held during National Fraternal Week in May.

New Holders of F. I. C. Degree

Rev. H. S. Medson, Lutheran Brotherhood, Minneapolis, and Oscar Ekberg and James W. Bachman of Fidelity Life of Fulton, Ill., have been awarded the degree of fraternal insurance counsellor by the Fraternal Field Managers Association.

Lutheran Brotherhood Figures

Due to an error in reporting the figures to us, the record of Lutheran Brotherhood for the first six months of this year as printed in a table in the Aug. 6 edition was incorrect. For the first six months of 1943 new business written amounted to \$5,146,989 and there was a gain of insurance in force of \$3,835,414. Total insurance in force is now \$93,648,206. For the first six months of 1942 new business was \$5,175,607 and the gain in insurance was \$3,524,029.

SALES MEETS

New York Life Men Meet in Chicago

A three-day educational conference of Top 200 and 100 Club members of New York Life in the northwestern, great middle and central departments was held in the Edgewater Beach Hotel, Chicago, attended by a large home office delegation. From New York were John S. Sinclair, executive vice-president; L. Seton Lindsay, vice-president; Henry J. Becker, assistant vice-president; Henry Leivestad, superintendent of agencies; Arthur T. Kramer, superintendent of the department of trust agreements; Raymond Moore and Henry Held of the agency service bureau; Hamilton Cook, Jr., club secretary, and also Cameron Hurst, educational supervisor, who has just been transferred from the home office to Chicago.

Lloyd Lafot, inspector of agencies central department, was chairman the first day; H. A. Hicks, Detroit, inspector of agencies great middle department, was chairman the second day and R. E. Peters, Minneapolis, inspector of agencies northwestern department, chairman the last day.

Clinic on Programming

The first day was devoted to awarding of club honors and a reading of individual records. Mr. Lindsay spoke and Ralph Stewart, New Ulm, Minn., agent attached to the Minneapolis branch, closed with a talk. A sales clinic was held the second day with Supervisor Hurst taking up "Programming—the Professional Approach." Three sales demonstrations were held and Executive Vice-president Sinclair



Make Liberty Last Forever!

BUY U. S. WAR BONDS

Make Your Security Complete!

BUY LIFE INSURANCE

The two "best buys" on the market today are government securities to aid the war effort and the legal reserve life insurance of Royal Neighbors of America for family protection.

ROYAL NEIGHBORS OF AMERICA

SUPREME OFFICE, ROCK ISLAND, ILL.

spoke on the company. The last day was devoted to the home office men.

A dinner meeting for the Top 200 Club members was held the first night. A similar regional gathering was held in St. Louis for three days last week with O. P. Carter, inspector of agencies for the midwest and southwestern departments taking part. Similar meetings are being held in Los Angeles, and the south and eastern sections.

Mutual Benefit Leaders Confer

The National Associates—the top producers club of Mutual Benefit Life—held their 1943 conference at the home office Monday and Tuesday. Wallace H. King of Lima, O., was general chairman.

Discussions centered on ideas which are currently producing business in many fields. Specially considered were pension trust sales procedures and technical problems. Edward H. McDermott, attorney of Chicago, and Arthur S. Hansen, consulting actuary to the Treasury Department, were contributing guests.

The Associates as a committee of the whole and through a special committee, at the request of company executives, discussed company problems of interest to the field.

Members of the 1943 National Associates include the top 25 producers of 1942 and the men who have earned life membership by three years of annual membership. Members attending were: Michael Alperin, Boston; M. A. Blate, New York; J. W. Brown, Louisville; J. T. Causey, Columbus, Ga.; P. W. Cook, Chicago; J. W. Currie, New York; W. T. Daenitz, New York; Herschell Emery, Mt. Vernon, Ill.; J. D. Hibbard, Grand Rapids; W. E. Johnson, Jr., Nashua; H. A. King, Baltimore; W. H. King, Lima; R. S. Koehler, Jr., Pittsburgh; A. H. Kollenberg, Grand Rapids; L. C. Roth, Buffalo; G. M. Schoener, Muskegon, Mich.; G. G. Terriberry, New York; Sidney Weil, Cincinnati.

Ohio National Life Holds Convention by Mail

As in 1942, a convention-by-mail is being held by Ohio National Life's Honor Club, complying with government requests for curtailment of travel.

At the first session the convention was called to order by George Severance, associate general agent in Chicago and 1942 president of Ohio National's Builders Club, followed by a message of greeting from Ray Hodges, superintendent of agencies. Four of the company's leading general agents then discussed "Life Insurance in Our War Economy." Harold Brogan, Lansing, Mich., 1942 president of the Michigan Association of Life Underwriters "spoke" on "How the Institution of Life Insurance Serves in Wartime," mentioning the part the institution plays in

curbing inflation, providing security and freedom from financial want, and keeping up the morale of the nation.

R. G. Nixon, Owenton, Ky., "speaking" next on the life insurance agent's contribution to the war effort, said that "perhaps the life insurance contracts that we are now helping to make will be the very instruments through which our very way of life may be preserved in the post-war period." Albert Doctor of Detroit then gave a few "tips" on building a clientele in wartime, and L. A. Wood of Springfield, Mo., concluded the session with a talk on service to old policyholders.

The second session of the convention, with the theme, "Today's Best Market for Life Insurance Sales," is scheduled for Aug. 23.

Schnell Agency's Annual Session Held in Peoria

The annual outing of the F. A. Schnell general agency of Penn Mutual, Peoria, Ill., due to travel restrictions is being held in that city for three days, winding up Saturday. The agency's territory includes a large surrounding area, all of which is accessible to Peoria by local trains.

A business session was held Thursday, the theme being "Increased Sales—Our Job on the Home Front." There were two seminars devoted to wartime merchandising of life insurance. Wayne S. Porter, Champaign, and Arthur F. Priebe, Rockford, were the chairmen.

Mr. Schnell was host at a dinner Thursday evening, and also Friday at an outing at Peoria Country Club. The conference will close Saturday morning with a business session at which J. Elliott Hall, general agent Penn Mutual, Newark, will speak.

Mr. Schnell reported that the agency for the first seven months of 1943 ranks seventh in new business produced among Penn Mutual agencies in the United States, with an increase over the same period of 1942, even though 10 agents are in the armed forces. Eighteen full-time agents from down-state Illinois attended the meeting.

Anti-Inflation Campaign Opens

(CONTINUED FROM PAGE 1)
rules to conserve goods of which there are shortages.

"7. Cooperate with our government's price and wage stabilization program."

Subsequent advertisements in the series will stress these seven points as representing the traditional American virtues of hard work and thrift converted to a war-time footing and as a means by which the individual can bring himself closer to his own "personal post-war world." These advertisements will show by actual examples how American fam-

ilies are budgeting their incomes so as to put more money into war bonds, life insurance and other forms of saving.

The advertisements will appear above the signature of "Life Insurance Companies of America" and will be prepared under the direction of a policy committee and its subcommittee representing the companies. G. L. Harrison, president of New York Life, is chairman of the policy committee. The Institute of Life Insurance will manage the details of the campaign under the supervision and direction of the policy committee and its subcommittee. The committees include the following:

Policy Committee—M. J. Cleary, president Northwestern Mutual Life; Franklin D'Olier, president Prudential; L. F. Lee, president Occidental Life of North Carolina; L. A. Lincoln, president Metropolitan Life; H. K. Lindsley, president Farmers and Bankers Life; M. Albert Linton, president Provident Mutual; J. L. Loomis, president Connecticut Mutual; A. J. McAndless, president Lincoln National; G. S. Nollen, president Bankers Life of Iowa; G. W. Smith, president New England Mutual; J. A. Stevenson, president Penn Mutual, and Mr. Harrison.

Subcommittee—P. F. Clark, vice-president John Hancock Mutual; Edmund Fitzgerald, vice-president Northwestern Mutual; Mr. Linton; R. D. Murphy, vice-president and actuary Equitable Society; J. S. Sinclair, executive vice-president New York Life; C. G. Taylor, Jr., vice-president Metropolitan Life; and F. B. Wilde, president Connecticut General.

Father Draft Is Ominous

(CONTINUED FROM PAGE 2)

final word and the possibility of Congressional action during October is being taken into consideration.

One of the changes consists of an increase in the so-called non-deferrable list. It is stipulated that all men of military age must transfer from jobs on that list or be placed first on the list for induction by local boards. This, according to the regulations, will insure that the first fathers to be drafted "will be those who are contributing least to the war effort."

Activities Not Classified

Insurance is not on that list. If it had been so listed it would have been in incongruous company. The announcement states that between essential activities and non-deferrable activities are many activities which are not classified. It is in that bracket that insurance lies although insurance is nowhere listed nor is it mentioned specifically in the announcement. "Lawyers and bankers, taxi drivers, and many in other fields are not included in any of the lists," the announcement states. "They are still

subject to the rules as they apply in the ordinary change order of call."

Insurance is obviously in one of the "other fields" and lawyers and bankers are certainly better company than fortune-tellers, lavatory attendants, pet shops, Turkish baths, etc., that are on the non-deferrable list.

Insurance is not on the newly established critical list and there can be no legitimate quarrel with that fact, as the critical list pertains exclusively to manual and scientific skills. Insurance leaders have never sought to have insurance treated as a deferrable occupation but they have been anxious lest insurance employment or insurance selling activity be given a debased rank so as to cause wholesale exodus from it. The selective service system has certainly not taken any action to degrade the insurance business and most observers believe that it has received fair and logical treatment.

Personal Prejudice

Here and there members of local draft boards have indicated personal prejudice against insurance men and have pushed them around but these have been purely local situations. Recently reports have been heard of draft boards summoning insurance men that are married and have no children and advising them that they would be drafted unless they got into some war industry. That has been, however, gratuitous advice.

The regulations are still so elastic that it would be impossible for an insurance man to apprehend just where he would stand in regard to deferment should he take a job in a war industry. When it gets down to cases the local board would undoubtedly take into consideration he was not an experienced man on the job and at best he might gain only a month or two or three by such a move.

Of course an insurance man who has a skill in the list of critical occupations can get a pretty secure deferment but the number so situated is limited.

Psychological Effect

Some got the general impression that these latest changes and the announcement of them were intended among other things to cause a drift of employment towards more war essential work.

From the insurance management viewpoint it would be far better for employees and agents to stay put until they are called to uniform because it seems obvious that by no means all of the physically fit fathers will be taken. The present feeling is that not more than 300,000 fathers will be called this year.

Not only will the drafting of fathers be a body blow to many insurance offices but it will still further reduce the possible field for replacement. In getting new employees, insurance companies have for months been putting a high value upon men in their thirties

INCREASE YOUR INCOME

We desire representation in a number of cities and towns located in the states mentioned below. Insurance salesmen and General Insurance Agencies who can produce from fifty to a hundred thousand life insurance a year can increase their incomes by representing us under Agency Appointments direct with the home office. The opportunity to become General Agents is always open to those showing initiative. You would have the backing of a very cooperative home office.

DELAWARE
ILLINOIS
INDIANA
MICHIGAN



NEW JERSEY
NORTH CAROLINA
OHIO
PENNSYLVANIA

Founded in 1906

Address

PHILADELPHIA LIFE INSURANCE CO.
111 NORTH BROAD STREET PHILADELPHIA, PA.

SUPPRESSED DESIRES

Every insurance prospect has a desire which is suppressed consciously or unconsciously—if not a suppressed desire, at least a hidden or unrealized wish—to be served in a particular way.

The desire may be vague, so vague that the only way you can discover exactly what your prospect wants is by forgetting yourself in an effort to be of service, and thus securing his confidence.

Forgetting yourself is not easy, but it is necessary in achieving the highest service. Say to yourself, "I will lose myself to find myself"—and you can more easily determine the other fellow's needs. Then you will be serving him BEST.

Shenandoah Life Insurance Co., Inc.
Roanoke, Virginia

that have children. Even though the draft of fathers has been a possibility for some time, yet it was quite certain that this group would be the last to go and there seemed to be a chance that such men might not be needed at all.

Reluctant to Hire Older Men

Even in the emergency, insurance managements have been reluctant to load up with older men. They have tried to take the future into account as much as possible and to make as small a compromise with expediency as they could. Some of the companies have called former employees back from retirement.

Now, if the drafting of fathers becomes general insurance offices may have to resign themselves to much more severe compromises in their personnel programs and to still further simplifying their routines and services.

Some of the big life insurance companies a year or so ago made a detailed study of their operations and graded each step as to essentiality so that they would know when and if the emergency arose, what steps could be eliminated without stopping the collection of premiums or the payment of claims. It may be that these companies will now have to prune much closer to the roots according to the schedule and other companies that have not been so foresighted will have to do so by instinct.

July Another Bumper Month

(CONTINUED FROM PAGE 1)

Ordinary sales for the seven months were \$4,131,526,000, a 1% decrease. Mountain states had the best showing with 13% increase and New England and middle Atlantic states had 4% decreases.

July increases and decrease for the year to date for leading cities are: Los Angeles, 49% and 1% (both increases); Boston, 36% increase and 9% decrease; Chicago, 25% and 2%; Cleveland, 7% and 5%; Detroit, 24% and 2%; New York, 27% and 10%; Philadelphia, 10% and 5%; St. Louis, 8% and 8%.

Maj. R. H. Matthias, member of the firm of Ekern, Meyers & Matthias, Chicago insurance attorneys, has been assigned to the war bonds and savings promotion branch of the army, to assist in the promotion and supervision of war bond sales to all military and civilian personnel of the war department. Major Matthias was formerly assigned as chief of all liaison and service work with contract insurance branch under Lt. Col. Reese Hill.

PROPERTY MANAGEMENT

Mortgages

FHA and Conventional type real estate loans for Defense Housing Home Purchasing and Refinancing

Property Management

and consultant service to owners of industrial and commercial properties and apartment buildings.

Percy Wilson Mortgage & Finance Corporation

and **PERCY WILSON & CO.**

134 N. La Salle St.

Chicago

CENTRAL 5270

LIFE SALES RECORDS

Boston Mutual Life—During the first seven months insurance increase amounted to \$5,132,380 as compared with \$5,548,201 for the same period last year. Of the 33 districts in New England, the Boston uptown office had the most writings.

Surrenders of policies were 32% less than last year, and U. S. government bond holdings now represent 64% of assets. Cash balances in the banks on July 31 amounted to \$609,216. War death claims so far have been negligible, amounting only to \$31,314 on 74 lives for the period starting at the date of the Pearl Harbor attack and ending the last of July.

Northwestern Mutual Life—New business in July was up 47% over a year ago, following a 38% increase in June. There is a definite trend to larger-sized policies. Pension trust business is not responsible for the increases as it has continued at its recent normal of 10 to 12% of the total. For the second consecutive month, the C. R. Eckert agency in Detroit led the general agencies in both new volume and number of lives. H. B. Ruhl of the Eckert agency topped the personal producers in volume and lives.

Minnesota Mutual Life—New examined business in July was almost \$5,000,000, the largest month since April, 1938. For the first seven months it reports a gain of almost 30% over the first six months of 1942. For the first six months, business was 27% above the average for the past five years, although the sales force was cut approximately in two. The per capita paid regular business is more than double what it was five years ago.

Atlantic Life—Paid business for July was 40% ahead of July, 1942. For the first seven months new paid business was 92% ahead of last year. Insurance in force increased approximately \$400,000 in July. The increase for the year to date is more than \$3,750,000.

General American—The volume of new business in July represented an increase of approximately 87% over July, 1942. For the first time in its history, the company launched a special production campaign in all lines of business in July to shatter the long-established tradition in the business that it is a slow month. The campaign was highlighted with many unusual features centering about "sizzling heat."

Applications submitted in all lines totaled more than \$4,200,000.00, the largest volume obtained in any July in its history. The month marked its fifth consecutive monthly gain in 1943.

Union Mutual Life—Paid-for business for July was 4% greater than for the corresponding period a year ago.

Home Life, N. Y.—The average production of full time agents for the first half of 1942. During the first half of half of 1942. During the first half of this year 13% of the field organization equalled or exceeded their total volume for the entire year of 1942. Though the field organization, including general agents, was 26% smaller than in 1942, yet the half year's paid business for 1943 is almost equal to the first half of 1942.

J. H. Brennan agency, Fidelity Mutual Life, Chicago.—Third country-wide in the company for the first seven months this year. Mr. Brennan was elected second vice-president of the Leaders Club for the fiscal year ended June 30 on the basis of his personal production.

IN U. S. WAR SERVICE

George R. Grace, manager of the claim department of the Ohio National Life since 1936, has been commissioned a lieutenant (j.g.) in the naval reserve. Lt. Grace reported to the navy's training center at Hollywood, Fla.

Lt. Grace graduated from the Uni-

versity of Cincinnati in 1933, and was advanced to duties in Ohio National's claim department, of which he later became manager. Lt. Grace received a fellowship certificate from the Life Office Management Association in 1939, and after completing his legal training at the YMCA law school, was admitted to the Ohio bar this year.

Miss Ernestine Schreiber of the California department, who recently enlisted in the WAVES, is now an aviation machinist, having graduated from the naval air technical training center at Memphis, and is now at the air base at Pasco.

George W. Garrison, formerly with National Life & Accident in Wichita, has joined the navy and reported to the base at Farragut, Ida.

Lieut. Col. Craigie Krayenbuhl, formerly vice-president of Commonwealth Life, Louisville, is now an instructor in the officers candidate school in Australia, while his son, Lieut. Craigie J. Krayenbuhl, is in New Guinea.

Arthur J. Levy, Jr., formerly a leading producer of the Virginia agency of Atlantic Life has been promoted from first lieutenant to captain at Trux Field, near Madison, Wis.

Form Life Group in N. Y. for Third War Loan Drive

NEW YORK—A life insurance division to function as part of the third war loan campaign in greater New York has been approved by the Treasury New York war finance committee. Plans for the bond drive are being formulated by a committee under the chairmanship of Gale F. Johnston, third vice-president of Metropolitan, with Ralph Carpenter, Bethea agency Penn Mutual, as executive director, and B. J. Dunne, general contributory supervisor group department of Metropolitan, as secretary.

It will enroll individuals in both agency and home offices in New York City, and has been approved by G. L. Harrison, New York Life, chairman of the life insurance coordinating committee, and others. It will operate in addition to the payroll allotment group of the New York City Life Underwriters Association headed by J. M. Fraser, general agent Connecticut Mutual.

Republic National Seminar

About 30 agents of Republic National Life gathered in Dallas for a two day seminar led by M. Allen Anderson, first vice-president and director of agencies, and addressed by President Theo. P. Beasley.

Ben Everitt, Lawrence Stowell and Alph Tillman of Dallas, R. I. Jones and Charles Crady of Fort Worth, and Ralph Coats of Abilene, who have had considerable success with the mortgage cancellation plan, explained their methods. Nathan Pifko of Houston described his method of cold canvass in residential areas, writing a quarter million in a section three by seven blocks without use of gas rations. Mr. Anderson explained use of income briefs, age changes, simplified programming, and insurance tax matters. Barney Shields, general agent in Dallas for Great National, described his methods of recruiting and training. An afternoon was devoted to open discussions between agents and home office officials.

N. Y. Life Holds Regional Meets

NEW YORK—A series of 12 regional meetings in various sections of the country is being held by New York Life. Groups headed by home office officials, including L. Seton Lindsay, G. M. Lovelace and Dudley Dowell, vice-presidents, and R. C. Johnson, assistant vice-president, have been conducting the meetings, assisted by inspectors of agencies.

ACTUARIES

CALIFORNIA

Barrett N. Coates

Carl E. Herfurth

COATES & HERFURTH CONSULTING ACTUARIES

582 Market Street
SAN FRANCISCO

437 S. Hill Street
LOS ANGELES

ILLINOIS

DONALD F. CAMPBELL

and

DONALD F. CAMPBELL, JR.

Consulting Actuaries and Public Accountants

35 Years of Service

100 North La Salle Street, Chicago, Illinois

Tel. State 1336

WALTER C. GREEN

Consulting Actuary

211 W. Wacker Drive
Chicago

Franklin 2633

HARRY S. TRESSEL

Certified Public Accountant and

Actuary

10 S. La Salle St., Chicago

Associates

M. Wolfman, A. A. I. A.

N. A. Moscovitch, A. A. I. A.

W. H. Gillette, C. P. A.

L. J. Lally

Franklin 4030

INDIANA

Haight, Davis & Haight, Inc.

Consulting Actuaries

FRANK J. HAIGHT, President

Indianapolis—Omaha

HARRY C. MARVIN

Consulting Actuary

221 E. Ohio Street

INDIANAPOLIS, INDIANA

NEW YORK

Established in 1865 by David Parks Fackler

FACKLER & COMPANY

Consulting Actuaries

8 West 40th Street

New York

Consulting Actuaries

Auditors and Accountants

Wolfe, Corcoran and Linder

116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY

Associate

E. P. Higgins

THE BOURSE

PHILADELPHIA

Sales Ideas and Suggestions

Budget Talk Works with Tax-Conscious Prospects

NEW YORK—With heavy income taxes and increased living costs, prospects are going to be extremely budget conscious this year, a situation which agents can make good use of, according to W. L. Momsen, production manager Clifford L. McMillen agency, Northwestern Mutual Life, New York City.

Furthermore, Mr. Momsen has found that in quite a few cases prospects with good incomes had overestimated the amount of income taxes they would have to pay this year. They had not gone into the matter with any exactness and had based their estimates on the earlier and considerably more severe proposals of the Treasury and the House ways and means committee. Also some of these individuals looked at those proposals and in some cases at the later proposals, too, and forgot to allow for charitable contributions and other permissible deductions. They simply took their incomes and looked at the amount of tax on the chart corresponding to that figure. It is also apparent that many men have underestimated the curtailment of ways in which they can spend their spare cash.

The agent who wants to make use of the interest in budgets must be prepared

to do a complete job. He must help the prospect allocate his spendable income. This concern on the part of the prospect as to how he is going to make ends meet makes it more likely that he will take a real interest when the agent switches from budgets based on current income to the problem of arranging a budget for the widow who has to get along on whatever Mr. Prospect has provided in the way of life insurance and other property. If he is paying \$135 monthly rent he can hardly propose that his wife should pay only \$25 a month. This is a much more graphic way of bringing the wife's situation to the prospect's attention than to ask how she can live on, say, \$100 a month. The prospect is likely to feel that if there is a certain amount of income his wife will manage somehow.

Mr. Momsen has found that one advantage of using the budget in a sales talk is that it overcomes the weakness of agents who are not adept at painting effective word pictures. The figures speak for themselves. Even though figures are pretty cold and don't mean much ordinarily they become of vital importance in connection with expenditures for food, clothing and shelter.

H. A. Lueth Hits Stride Among Defense Workers

Harold A. Lueth of Kankakee, Ill., general agent of General American Life, has been very successful in reaching and selling accident and health and life insurance to defense workers. He has systematized his prospecting methods and his presentation. He approaches the prospect on the subject of non-occupational accident insurance and uses a straight-forward simple sales talk along this line: "Bill Jones just applied for one of our new non-occupational policies designed for defense workers and he thought you might be interested in the same plan for your own protection. Could I have five minutes of your time?"

During each interview Mr. Lueth uses sales literature furnished by his company which provides definite and complete accident presentations. He always quotes semi-annual rates and always uses the application form printed on the literature.

"Human nature is a peculiar thing," Mr. Lueth remarked. "When you try to sell them accident insurance, they want life. Try to sell them life, and they want accident insurance instead. I always try to accommodate everyone; that's how I accidentally sold 11 life contracts while I was trying to sell them accident business." One month he sold 43 accident applications with premiums of \$1,126 and 11 life contracts for \$252 in premiums.

Mr. Lueth started specializing on defense workers somewhat by accident. A defense worker who had been recommended to Mr. Lueth by a fellow worker who is one of Mr. Lueth's clients, called

at Mr. Lueth's office and bought a life insurance policy and an accident contract. When Mr. Lueth called to thank his original policyholder he got from him the names and addresses of 20 other defense worker prospects and that started the ball rolling. Each time he made a sale he usually got the names of five or six more prospects. He has little difficulty in getting names and addresses and other essential information such as age, marital status, finances, working shift, etc.

Agent Must Keep Prospect's Family Situation in Mind

M. S. Tabor of C. S. Elliott Company of Buffalo, in giving some observations on life insurance selling, says that many agents are making the mistake of putting their prospects into their own shoes and judging them by their own conditions. He urges agents to keep in mind a prospect's children, his wife, his lack of income.

Conditions are not as bad as they would seem on the surface. Mr. Tabor said that he saw some figures showing what a family in the \$5,000 income group would save by not being able to buy a new car, gasoline and costly household equipment, by the limitation of the use of car, restrictions on travel and other regulations. It amounted to over \$1,500. True a man earning \$5,000 a year will pay more in taxes this year but they will not amount to \$1,500. There is an ample margin for purchasing additional life insurance which he needs. He can take the money that he would have ordinarily spent for luxuries and create an estate.

Excuses Are Created

Mr. Tabor says that in any condition that arises people are ingenious in creating excuses for not purchasing life insurance. If they are convinced that

it is something that they really need over and above some material goods they will find the way to buy it.

Mr. Tabor acknowledges that an agent will not get very far today if he simply interviews a man and tries to sell him another \$5,000 or \$10,000. He must find what loss will result if the head of the household dies and then show him how he can cover it. Perhaps he cannot do it all at once but at least he can

make a start in his program. He can reduce his life insurance to a monthly payment basis and that is a good criterion to follow in that a man can visualize himself, how far his family can go on a specified sum per month.

Mr. Tabor regards running one's home as a major business. He should be more interested in looking after his dependents than any other factor in his life.

Ways to Interest Farmers in Life Insurance Told

Life insurance is especially useful to farmers and can be made to have a powerful appeal to them, "The Axe," publication of Modern Woodmen, Rock Island, Ill., points out in an article which stresses six features of particular importance to farmers today.

Farm income is reaching new highs, it is emphasized. On the other hand the farmers' buying opportunities are being restricted. It is likely that farmers for many years will be in a preferred financial condition and they must be regarded as one of today's best prospects.

Regret Investment Errors

Many farmers remember with regret the error they made in the last boom period, the article states, when instead of following a conservative investment policy they went in for land speculation with disastrous results. Most of them are determined not to repeat this error.

"Leave the farm free of debt," the article goes on. "If there is life insurance to clear the farm a family's financial position is virtually impregnable. But with a mortgage, unpaid notes, etc., their problem is serious. Say: 'A farm worth working for, worth struggling over from morning until night, is worth keeping for the family. Your farm is the most important asset you have. You have bought it as a permanent investment for you and your family. Let life insurance pay the debt for them.'

"Give the farm to the boys, cash to the girls. If there are both boys and girls in the family the farmer will face the problem of an equitable division of his estate. He can give the farm to the boys and then give the girls the equivalent in cash from the life insurance contract. Say to the farmer:

Suggestion About Children

"Think this important point over carefully. If you have made a will, study it carefully. Give the boys a chance to manage the farm without having to share the profits with the girls! Give the girls cash or an income from life insurance!"

"Cash emergency fund. The farmer is a business man and the farm is his business. Like all business men, times come when there is a need for emergency cash. Say to the farmer:

"Generally speaking, when you need cash, others need cash at the same time. The same conditions which affect you, affect others. Then cash becomes hard to get and the usual sources of credit tighten. There is no better way of building a reserve than the cash and loan values of life insurance.

Policy Is Cash Reserve

"As a result of their experiences during the depression, thousands of business men are today using the life insurance plan of building cash reserves. If it is good judgment for them, it is good judgment for you!"

"Privacy of the life insurance transac-

tion. Here is a point the farmer will appreciate greatly. He doesn't want people to know how he is getting along, what he is doing with his money, when it becomes necessary for him to make a loan. He will appreciate the complete privacy of all life insurance transactions.

"Old age income. When the average business man retires, he usually is out of his business. But the farmer can retire and still manage his business—the farm. He can hire someone to do the hard work in the field, and can have all the benefits of retirement, while at the same time retaining an active interest in the farm, Say:

"Why don't you buy an income large enough to replace your own labor and then you can have all the profit from the farm!"

Wife Should Be Considered

"Don't forget the farmer's wife. Say to the farmer: 'Most men die rather quickly; an accident, heart trouble, a serious cold. But most women die only after they have been ill for a long time; six months, a year, two years. Think it over! Isn't it true? That means thousands of dollars for medical and nursing care—and it may be needed right at a time when money is scarce. If you don't have it, you will have to borrow it. Why not let life insurance pay those thousands of dollars for you?'"

Withholding Tax Discussed

The Houston Association of Life Agency Cashiers heard an explanation of questions which commonly arise concerning the withholding tax and the employer's responsibility in reporting it by M. C. Landrum, chief deputy of the internal revenue department office in Houston. He also discussed the estimate return which must be made by Sept. 15 by those whose incomes are not reached through the withholding tax. A round table discussion of income tax problems was held, with Mr. Landrum answering questions.

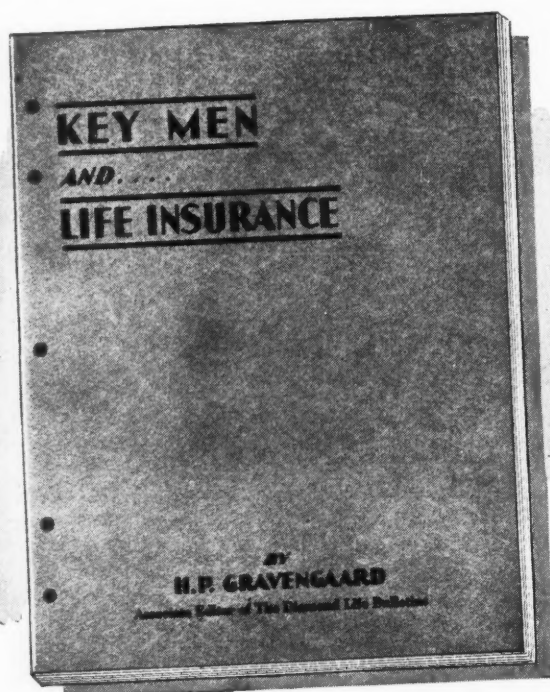
REJECTED RISKS

THE GAME OF LIFE

Where's the smile I saw you wear Yesterday? Lost it?
Where's the heart that knew no care Yesterday? Lost it?
Where's the spirit and the dash And the wit you used to flash; Did all hope die in the crash Yesterday? Lost it?
Take my hand and grip it hard For today! Got it?
Leave the past—start new, old pard. For today! Got it?
Let defeat give you the steel To meet tomorrow's woe and weal— Life gives to you another deal Every day! Got it?

—Charles Oliver Reed, Minneapolis.

**Renewal Commission
LOANS**
LIFE UNDERWRITERS CREDIT CORPORATION
Minneapolis, Minn.



ACTUAL SIZE—8½ x 11—OVER 50 PAGES

A Book for Practical, Busy Men!

This NEW book is in the very same style as "Partnerships"—brief and to the point, with no padding, only the essentials in simple, understandable terms.

Comprehensive!

To the best of our knowledge this is the most complete text available on Key Man Insurance, covering every phase of the subject from A to Z—important facts about the human asset in business, its importance in profit-making, the economic value of Key Men, how business can indemnify itself against financial loss by death of a Key Man, how Key Man Insurance is being sold, sample proposals and forms, how to answer objections, and answers to a few of the important tax questions.

COMBINATION STUDY GUIDE AND QUIZ SHEET will be furnished free with each copy of the book.

PRICES OF THESE BOOKS

	(Each)		(Each)
1 single copy....	\$1.00	100 copies...	40.00 .40
2 copies...	\$ 1.50 .75	200 copies...	74.00 .37
5 copies...	3.00 .60	300 copies...	105.00 .35
10 copies...	5.00 .50	500 copies...	160.00 .32
25 copies...	11.25 .45	1000 copies...	300.00 .30
50 copies...	21.00 .42		

One copy of each \$1.50

Announcing!

KEY MEN and LIFE INSURANCE In Up-To-Date Dehydrated Form

THE SECOND BOOK IN A
BUSINESS INSURANCE SERIES

by H. P. GRAVENGAARD
Associate Editor of The Diamond Life Bulletins

If ever there was a time when the success of a war effort depended upon exceptional ability and experience—it is NOW!

If ever there was a time in the history of business when profits depended upon Key Executives—it is NOW!

Thus "Key Man Insurance" is more essential today than ever before.

The First Book a Best Seller!

"Partnerships and Life Insurance", the first book in this new series, was published in May, 1943, and in a few weeks has become a "Best Seller".

The Second Book Already in Demand!

"Key Men and Life Insurance", the second in this series, undoubtedly will be as popular as its predecessor. So enthusiastic was the response to "Partnerships" that substantial pre-publication orders for "Key Men" already have been received from both Home Offices and Agencies.

How To Use It!

Managers and Underwriters will find this text extremely valuable for Individual and Group study; as a handy Reference Book for an Underwriter's desk; and as a Time-Saver to be loaned to prospects.

THE DIAMOND LIFE BULLETINS

420 East Fourth Street

Cincinnati, Ohio

Please send me

_____ copies of H. P. Gravengaard's book, "Key Men and Life Insurance" @ _____ each. _____ copies of H. P. Gravengaard's first book, "Partnerships and Life Insurance" @ _____ each.

(A combination Study Guide and Quiz Sheet free with each book)

NAME _____ TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY AND STATE _____